26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION AUGUST 5, 1957 35¢ PER COPY

IN THIS ISSUE: COMPLETE INDEX PAGE 7

Radio on the rebound: Going for new high Page 27
NBC-TV sees sellout, but says it isn't easy Page 46
Magnuson, Harris get behind uhf set tax cut Page 86
B•T Interview: NBC Radio makes its move Page 120

Radio record in sight
Hill support for uhf
B•T interviews Culligan

THE PHILADELPHIA TELEVISION AUDIENCE July 1957
STATION SHARE OF SETS-IN-USE SUMMARY

	WRCV (NBC)	WFIL (ABC)	WCAU (CBS)	WPFH (IND.)	Other
MONDAY THRU FRIDAY					
Sign-on to 9:00 AM	37.4	58.9	11.7	-	
9:00 AM to 12:00 Noon	34.7	25.0	40.0	0.9*	
Sign-on to Noon	35.3	31.2	34.6	0.9*	
Noon to 3:00 PM	26.2	35.4	37.6	0.9*	
3:00 PM to 6:00 PM	33.5	42.5	18.9	5.1	
Noon to 6:00 PM	29.9	39.1	28.0	3.1*	
6:00 PM to 10:00 PM	29.3	31.9	34.9	3.5	0.4
10:00 PM to Midnight	18.4	32.5	46.2	2.6*	0.9
6:00 PM to Midnight	25.5	32.1	38.8	3.3*	0.6
SATURDAY					
Sign-on to 6:00 PM	11.9	52.8	33.5	2.7	0.5
6:00 PM to 10:00 PM	28.8	35.7	33.7	1.2	0.6
10:00 PM to Midnight	23.4	28.2	47.1	1.2*	1.8
SUNDAY					
Sign-on to 6:00 PM	8.8	60.8	29.8	1.0	0.1
6:00 PM to 10:00 PM	29.0	28.1	41.1	1.4	0.4
10:00 PM to Midnight	21.5	33.7	43.5	0.9*	1.0
SUNDAY THRU SATURDAY					
6:00 PM to 10:00 PM	29.2	31.9	35.6	2.9	0.4
10:00 PM to Midnight	19.6	32.1	45.9	2.2*	1.0
6:00 PM to Midnight	25.8	32.0	39.2	2.7*	0.6
SIGN-ON TO SIGN-OFF	25.2	36.9	35.8	2.7	0.6

Based on time periods when station was on the air.
*Station not on air during entire period.
AMERICAN RESEARCH BUREAU, INC.

ARB says WFIL-TV

1st in PHILADELPHIA

FOLLOW THE LEADER...
BUY WFIL-TV

See your BLAIR-TV account executive
for Fall and Winter availabilities.

A TRIANGLE STATION
WFIL-TV
PHILADELPHIA, PENNSYLVANIA

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N. Y. / WHGB-AM, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn. / WLBR-TV, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

SIGN-ON TO SIGN-OFF 36.9

Local personalities; The behind-the-scenes staff—56 reasons why Channel 9 leads in Sioux City

WE DO THINGS BIG AT KVTV Channel 9

Big Staff

It takes lots of people to keep a television station head and shoulders above competition. And KVTV's got 'em.

Big Talent

A big staff's fine, but it's their combined creative, production and artistic talent that give them their real worth. These people have hundreds of years combined experience.

Big Service

Add the most modern electronic equipment to a large and talented staff and you get the kind of service advertisers are used to on KVTV.

Big Results

That's our business, and that's why business is so good at KVTV—big sales results for our advertisers.

THE WAY TO SELL SIOUX CITY EFFECTIVELY IS THROUGH KVTV, CHANNEL 9.

Channel 9
CBS—ABC

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, General Manager.

STILL FIRST

WCHS-TV again shows its dominance of West Virginia's biggest market.

Nine out of the top ten programs in the June, 1957, ARB* were telecast over WCHS-TV, Charleston's only TV station. What really shows WCHS-TV's dominance is that these phenomenal ratings were accomplished while WCHS-TV was operating on *reduced power.*

Now WCHS-TV is a better buy than ever with its taller tower and maximum power—leading the way in the important Charleston-Huntington-Ashland market.

Check your Branham man for choice availabilities.

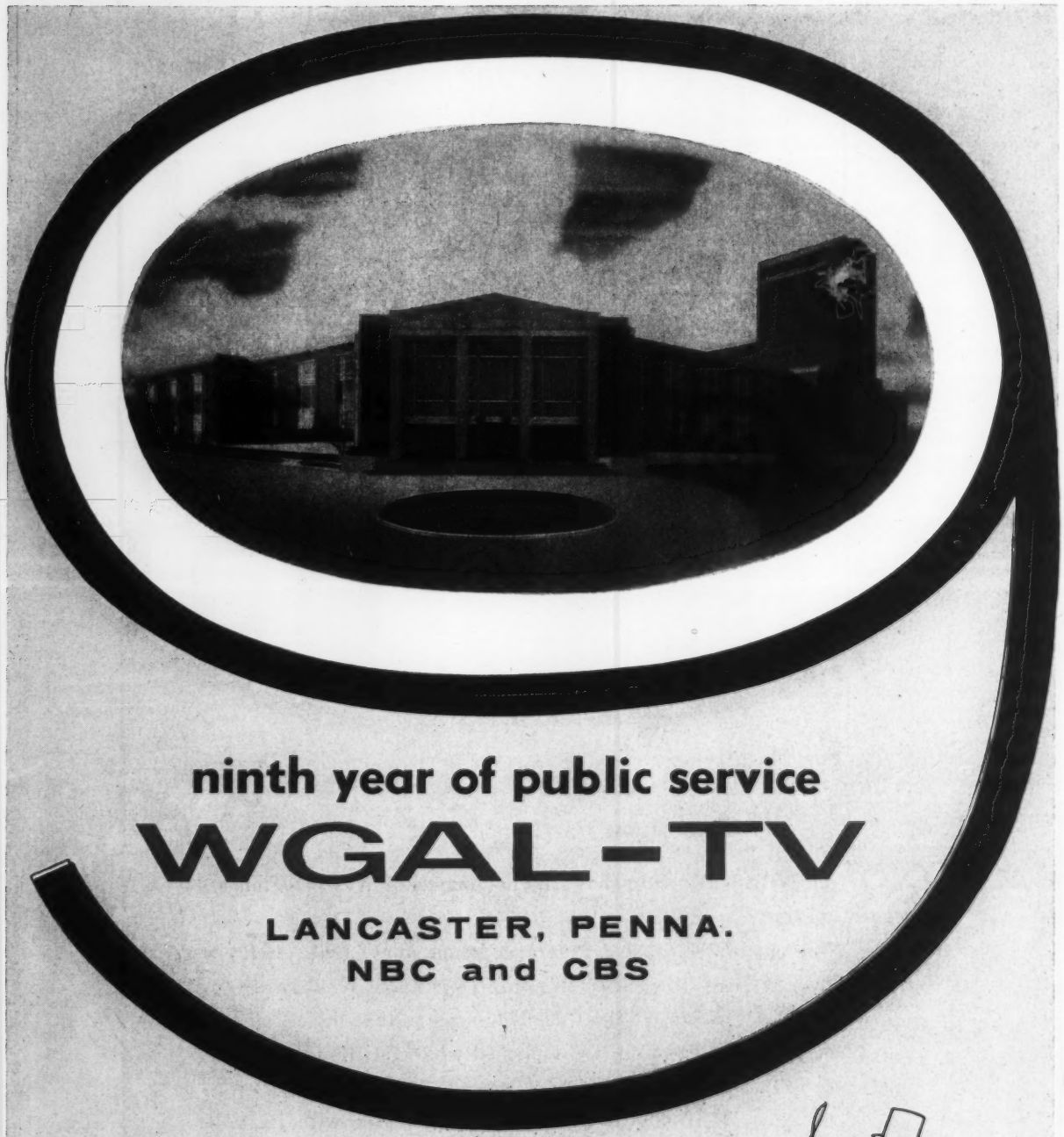
* These figures are copyrighted by American Research Bureau, Inc. released 7-8-57.

WCHS•TV

Serving Charleston-Huntington-Ashland . . . from the biggest market!
Charleston's only TV Station

BASIC CBS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



ninth year of public service

WGAL-TV

LANCASTER, PENNA.
NBC and CBS

"Dedication to Public Service" has characterized the operation of WGAL-TV since its first telecast in March 1949. A welcome opportunity to reaffirm its pledge to serve its wide viewing area occurred early this year, when the new WGAL-TV building was formally opened. This building, with its latest modern equipment and complete color facilities, affords WGAL-TV an even greater opportunity for presenting public service to its countless viewers and the numerous communities which combine to form America's 10th TV Market.

STEINMAN STATION · Clair McCollough, Pres.

316,000 WATTS

Representative: The MEEKER Company, Inc. · New York · Chicago · Los Angeles · San Francisco

closed circuit.

NO MISTAKE • In almost unprecedented action, FCC at its final session last Thursday, not only reaffirmed its grant of ch. 7 Seattle to KIRO but bolstered decision. Whereas vote preceding week [B•T, July 29] was 3-2, with Chairman Doerfer and Comr. Lee against order favoring KIRO, last Thursday vote was 4-2, with Comr. Hyde, who had been absent, participating. Chairman Doerfer joined three Democratic members (Bartley, Mack, Craven) for KIRO, with Lee and Hyde against. Comr. Hyde had requested reconsideration.

B•T

IN KIRO case, FCC did not act on petition of KVI, one of three applicants for ch. 7, asking for stay order, since KIRO has 10 days from last Wednesday to answer petition. With Commission in recess until after Labor Day, it's presumed action won't be forthcoming until then. Meanwhile, it's presumed FCC staff will particularize on each of some 500 exceptions taken in course of proceeding to meet KVI complaint.

B•T

AFFILIATES AT WALDORF • NBC planning to hold annual convention of its affiliates, radio and tv, Sept. 11-13 at New York's Waldorf-Astoria hotel. Word leaked out after unheralded session of NBC Radio affiliates executive committeemen with network officials last Thursday. Meeting was described as primarily to report progress on plans announced to affiliates last fall—progress reported to have been received with enthusiasm—but session also touched on mid-September convention. Last general meeting for all NBC affiliates was 30th anniversary celebration at Miami Beach last December.

B•T

JUST what FCC's jurisdiction in program field should be is scheduled to be given major study Sept. 16, when staff recommendations on revising radio and tv renewal forms, plus Comr. Craven's proposal to expunge 1946 Blue Book *will be considered at special meeting. Commission scheduled this subject for third week in September at its final meeting-before-summer-recess last Thursday.*

B•T

FRONTING FOR FORD • Top executives at CBS Radio and J. Walter Thompson Co. have been pressed into missionary service in move to bolster clearances for Ford Div.'s $5.5 million package buy on CBS, due to start Sept. 2 [B•T, May 13 et seq]. Evangelists include CBS Radio's president, Arthur Hull Hayes (though he apparently has completed his part, since he's now in Europe until Sept. 3), and sales vice president, John Karol, and, at JWT, v. p. and media director Arthur Porter among others. Authorities insist clearances are progressing satisfactorily, that this special effort is designed to clear up special problem areas. Among problems: finding best possible new times for early morning and late-afternoon local programs to make way for Ford shows in those periods. JWT people say most stations are cooperating in trying to effect clearances, and say package could roll with just those clearances already in hand.

B•T

CHICAGO office of John Blair & Co., station representative, is setting fast pace in radio volume for Blair Group Plan and other business. It claims $1.3 million volume in group plan from three clients (Flako, Tea Council, Marlboro) and responsibility for about $3 million in new spot business generally (most recent is Flako [AT DEADLINE, July 29]*) plus possible $5 million from five "interested" agencies in current Chicago "Blair Blitz" drive. Office is 80% ahead of 1956 billings and now handles over third of Blair New York headquarters office business, with projection to greater share (including group plan, other business) by fall or early next year.*

B•T

NO ANSWERS • FCC staff has completed for FCC 40-page digest of comments on subscription tv. Commission will consider report on Sept. 17. Underscored in staff report, it's learned, was unwillingness or inability of proponents of toll tv to answer series of questions propounded on facilities to be used, methods, costs and other factors, in case tests were authorized.

B•T

INITIAL assignment of former FCC Comr. Frieda B. Hennock, as Washington counsel and participant in new ownership of Mutual, is in direction of urging Congressional and/or FCC action, or both, to influence AT&T to reduce radio network line charges to set lower minimum time segments which networks must buy from AT&T. Her contention on Capitol Hill: If interconnection charges are not reduced, Mutual may not be able to survive 1957.

B•T

NOTE OF PROGRESS • There's good chance that approaching report of American Bar Assn. study committee will reflect growing belief of lawyers and judges that Canon 35 outright ban on radio-tv court coverage can't be justified in face of progress in broadcast techniques. Report of study group, due in late September, is expected to reflect sensitivity of legal profession to wide criticism of Canon 35.

B•T

INTERESTING feature of ABA committee report, as now drafted, is suggestion that ABA "honestly strive" to modernize canon while leaving decision on broadcast coverage of court proceedings up to discretion of individual judges. Some ABA members see significance in fact that ABA will make report public this fall, before its submission to House of Delegates at February meeting.

B•T

CHANGE OF HATS • In top-level exchange of functions, Harry Tenenbaum, heretofore executive vice president of Signal Hill Telecasting Corp., operating ch. 2 KTVI (TV) St. Louis, becomes president. Paul E. Peltason, president, succeeds Mr. Tenenbaum as executive vice president. Vice president and general manager of ABC outlet is J. Joseph Bernard, who was re-elected.

B•T

MARK VII's veterinary series, Noah's Ark, *which failed to make grade in Tuesday 8:30-9 p.m. time slot, may be back this season in earlier hour, aimed at juvenile audience which perhaps will be more responsive to sentimental appeal of suffering animals and humans who try to cure their ills.*

B•T

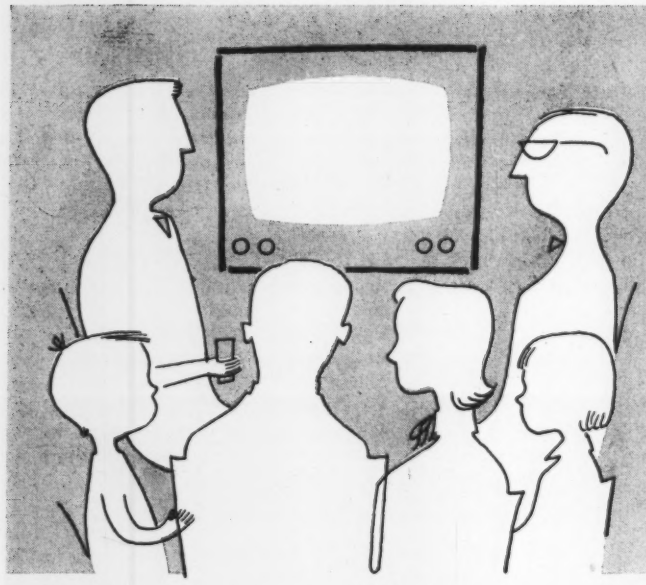
COURTESY CALLER • Since he assumed FCC chairmanship July 1, John C. Doerfer has made rounds on Capitol Hill on courtesy call basis. Three weeks ago, he conferred with Chairman Magnuson (D-Wash.) of Senate Commerce Committee. Last Monday he had luncheon session with Chairman Oren Harris (D-Ark.) of House Commerce Committee. He also has lunched with group comprising Senate Majority Leader Lyndon B. Johnson (Tex.); Pastore (D-R. I.), chairman of Commerce Subcommittee on Communications; Lausche (D-Ohio); Yarborough (D-Tex.) and Mansfield (D-Mont.) He sees Sen. John W. Bricker, of Ohio, ranking GOP member of Senate Commerce Committee, this week.

B•T

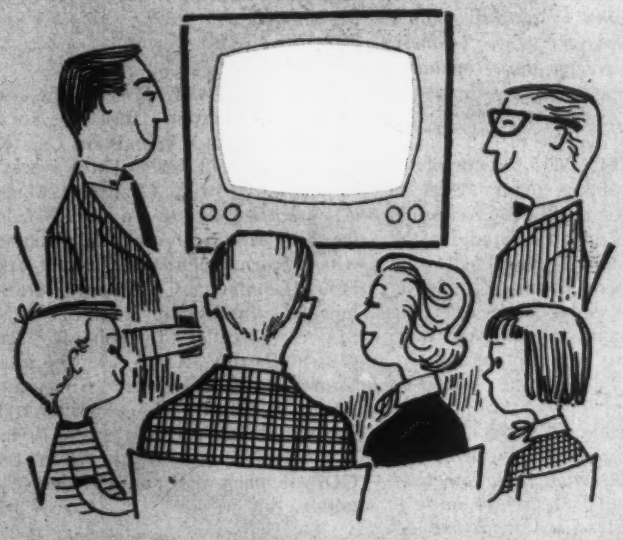
IF former Gov. Walter J. Kohler Jr., of Wisconsin, is victorious in special election Aug. 27 to select successor to late Sen. Joseph McCarthy against Democratic nominee William Proxmire, FCC Chairman John C. Doerfer will have in Washington close friend and former associate.

B•T

ON STAGE • Opponents of Chicago Coroner Walter E. McCarron are taking dim view of manner in which he's handling General Electric portable tv electrocution case. They say he's seeking national spotlight and exploiting tv safety issue for personal capital. Back of charges in Chicago political circles is basic feeling that county coroner should be appointive rather than elective post and charges that coroner has hampered district attorney office's work in several instances. (See story page 58.)



in
Kansas City
instead of
claimed
audience



get the
*documented**
audience...with

KCMO-TV

*more quarter-hour firsts, according to the June 1957 surveys of ARB and NIELSEN and the April 1957 PULSE, than any other station in the Greater Kansas City area.

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.

KCMO-TV . . . One of Meredith's Big 4 . . . All-Family Stations

KCMO-TV	Kansas City	channel 5
WHEN-TV	Syracuse	channel 8
KPHO-TV	Phoenix	channel 5
WOW-TV	Omaha	channel 6

ANOTHER
MEREDITH STATION

Represented nationally by Katz Agency

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Look Out, Here Comes Radio!—The revenue trend is up this year, judging by a look around the centers of trend-making. Radio Advertising Bureau figures total radio time sales will reach 10-12% above 1956 by yearend. Page **27.**

And Radio Profits Look Better, Too—Survey of stations by NARTB indicates that 53% of radio stations will have increased profits and 60% will have increased revenues in 1957. Page **28.**

ADVERTISERS & AGENCIES

Radio Helps a New Chicago Bank—Medium shows public how "Eight-thirty Bank" is adapted to customers' living habits. Radio gets large share of credit for new business. Page **29.**

For the Ladies in the Spring—Floral arrangements and perfumes featured, as national cosmetics firm sets special color film series for tv in first use of medium. Houbigant starts buying spot in about 40 markets in September. Page **30.**

Ode to an Ale Sponsor—Ballantine is pleased at voluntary kudos paid commercials and agrees that tv advertising is good for sales. Page **30.**

Edsel Keeps Its Secrets—Ford Motor Co. takes unusual precautions to avoid premature disclosure of features of its new auto. Commercials shot in secrecy in anticipation of CBS-TV spectacular in October. Page **31.**

NETWORKS

Charting Radio's Next Five Years—Matthew J. Culligan, NBC Radio vice president, in exclusive B•T interview takes medium apart and explains why next 90 days are the critical time for network radio. Page **120.**

NBC Sees Tv Sales Tougher, Programs Brighter—Hundred tv "specials" set by NBC-TV for next season, but President Robert W. Sarnoff takes issue with other networks on business situation; says selling is harder because tv, like other enterprises, is feeling effects of U. S. economy. Page **46.**

Transition at MBS—Official changeover in ownership slated for Wednesday. Brad Simpson resigns his programming and assistant to the president posts. Page **48.**

Time Charges Up—Tv networks show gain of 6.9% in gross time charges for first six months of year. Page **48.**

MANUFACTURING

Safety of Tv Sets Defended—Manufacturers tell Chicago inquest into death of child that metal housings aren't inherently dangerous. Page **58.**

FILM

Leo the Lion's Tummy Ache—Factions fighting for control of Loew's Inc., giant parent of MGM-TV, hurl charges as rebel group "elects" two new board members; possible court action indicated. Page **64.**

STATIONS

Tv Re-evaluation—John A. Schneider, of CBS Television Spot Sales, calls for research into tv's "impact factors," sight, sound and motion. Page **72.**

There's Profit in Sustainers—*Star Shoppers* on KTTV (TV) Los Angeles is eagerly sought by sponsors but station prefers to use it as promotion medium. Page **81.**

Triangle Out to Convert Lancaster—Triangle opens drive to convert 60,000 Lancaster, Pa., homes to uhf for its ch. 15 WLBR-TV Lebanon, Pa., 20-odd miles away. Company plays host to 150 appliance dealers, servicemen, manufacturers' reps and others in Lancaster last Monday night. Page **84.**

GOVERNMENT

Two Powerful Allies—Sen. Magnuson and Rep. Harris—join movement to lift 10% excise tax on uhf receivers as three more bills to attain this goal are introduced in House. Page **86.**

Vhf Boosters Favored—FCC proposes authorizing vhf boosters, in answer to plea by Colorado Gov. McNichols. Boosters must not, however, cause interference, nor is there any protection afforded them from other services. Page **89.**

Private Relays Sought—Educators ask for permission to construct and operate own relay systems; not be required to use common carrier facilities. Page **90.**

Legal Eagles Obey Orders—Justice tells Senate Commerce Committee it is complying with requests contained in Cox report. Page **92.**

Temporary Vhf Pleas Rejected—FCC turns down requests for permission to operate temporarily on newly allocated vhf channels—ch. 13 in Norfolk, Va., and ch. 3 in New Orleans, La. Page **92.**

OPINION

How Stations Can Get Paid Quicker—Hope Martinez, BBDO radio-tv spot supervisor, offers some practical tips on how to meet basic requirements agencies demand before tendering payment to stations. Page **129.**

DEPARTMENTS

ADVERTISERS & AGENCIES ... 30
AT DEADLINE ... 9
AWARDS ... 52
CLOSED CIRCUIT ... 5
COLORCASTING ... 112
EDITORIAL ... 130
EDUCATION ... 107
FILM ... 64
FOR THE RECORD ... 109
GOVERNMENT ... 86
IN REVIEW ... 12
IN THE PUBLIC INTEREST ... 108
INTERNATIONAL ... 117
LEAD STORY ... 27
MANUFACTURING ... 58
MILESTONES ... 118
MONDAY MEMO ... 129
NETWORKS ... 46
OPEN MIKE ... 16
OUR RESPECTS ... 20
PEOPLE ... 100
PERSONNEL RELATIONS ... 68
PROFESSIONAL SERVICES ... 98
PROGRAMS & PROMOTIONS ... 104
PROGRAM SERVICES ... 70
RATINGS ... 38
STATIONS ... 72
TRADE ASSNS. ... 56
UPCOMING ... 112

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

A Time-Buyer can relax in Miami

One station (WQAM) has 42.6% of the audience.*

WQAM

. . . serving all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in

MIAMI

That's what the newest Hooper says, continuing a dramatic runaway for WQAM since the start of Storz Station programming less than a year ago. *Now WQAM has 4 times the audience of the next station.* The latest Pulse and Trendex also show WQAM in first place by convincing margins. Makes time-buying in Miami rather simple, doesn't it? Don't complicate your life by leaning on 1956 data for support. Get the new figures from John Blair . . . or talk to WQAM General Manager Jack Sandler.

**Hooper, 7 a.m.-6 p.m., Mon.-Sat., June-July, 1957*

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

RADIO AT MID-YEAR IS BOOMING

RADIO business in second half of 1957 will run even stronger than in first half, when volume was approximately 8% above same period year ago, RAB President Kevin Sweeney predicted Friday (see lead story, page 27).

"We anticipate a much stronger second half even if general business conditions do not achieve 1956 levels," he said. "Fiercer competition and new models will spur our No. 1 local customer, the automobile dealer, to spend much more with us than he has in the first half. National spot and network volume should be far ahead of the last half of 1956, especially in the last quarter. Grocery products, tobacco, automotive, and drug products will all spend substantially more. For every national advertiser planning to cut back on radio during the July-December period there appear to be 20 who will be increasing."

Number of major radio investments were cited as further support for bullish radio outlook. Jello is reported to have switched its entire budget to spot radio for rest of year. Another General Foods product, Postum, is said to have approximately 51% of its advertising money in radio, running 10 announcements weekly—20 in some cases —in 60 top markets.

Lever Bros.' Spry is reported to be giving radio better than 60% of its budget. Lever's Silver Dust has more than half in radio, and Lever's Breeze is understood to be putting half in radio.

Standard Brands' Blue Bonnet margarine, while continuing tv as its No. 1 medium, has hiked radio considerably over last year to point where it's now believed to be No. 2 in appropriations. Colgate-Palmolive's Super Suds is understood to be putting at least half of its money into spot radio, and Mutual of Omaha is reported spending one-third of its budget in network radio. Anheuser-Busch has allocated estimated $2 million to spot radio. Listerine is reported using 190 stations in 75 markets in $2.5 million spot radio campaign.

N. Y. City Council President Declares War on Toll Tv

NEW YORK City Council President Abe Stark announced Friday he will initiate proceedings in federal courts, if necessary, to prevent approval of pay tv by FCC.

Replying to charges made by Matthew J. Fox of Skiatron that Mr. Stark has blocked pay tv in New York, Council President Stark said that he will continue his fight to prevent a nationwide television blackout. Mr. Stark challenged "double-pronged maneuver by a conniving syndicate to gain approval from the FCC for a trial test of toll tv while conspiring with local authorities on the Pacific Coast for a closed circuit system that would evade both the FCC and Congress. No speculator has the right to undermine free television viewing which was guaranteed by Congress under the Communications Act of 1934."

He said, "Mr. Fox's recent statement that the people would be willing to pay $1 to watch a televised baseball game was nothing more than a confused, distorted misrepresentation, since these games are now available free of charge on existing television sets. Pay television offers the public nothing new except a bill at the end of the month. If this speculative menace ever gains control over the nation's television channels, the people will be deprived of countless sporting events, cultural programs, variety shows and spectaculars which are currently seen without cost under commercial and network sponsorship."

Mr. Stark challenged right of any agency other than Congress to authorize pay television on permanent or temporary basis.

Screen Gems To Distribute 600 Universal Features

LONG-AWAITED announcement of granting of tv distribution rights of 600 Universal Picture feature films to Screen Gems Inc. is to be made today (Monday) by Milton R. Rackmil, president of Universal. Agreement calls for Screen Gems to pay to Universal minimum guarantee of $20 million over seven-year period and provides for SG to receive graduated scale of distribution fees.

Reports of transaction were confirmed several weeks ago but official announcement was held up pending agreement on contractual details. Films in library include "Destry Rides Again," "The Egg and I," "The Killers," "Frankenstein" and "Tap Roots." Paramount Pictures now is only company with major feature film library which is not available to tv.

It's OK to Rip and Read

RIGHT of NBC radio newscasters to select radio wire items they want to read on air, and present items in order they think best, was affirmed Friday by labor arbitrator. NABET, representing NBC radio news writers, had challenged practice of Hollywood newscasters to choose and sort news from radio wire. NBC defended procedure and case went to arbitration.

UPCOMING

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

For other upcomings see page 112

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 30.

SUPPLEMENTARY SPOTS • Miles Labs Inc. (Alka-Seltzer, One-A-Day vitamins), Elkhart, Ind., will supplement estimated $1 million buy of two daytime news strips on CBS Radio, announced week ago, with sizable spot radio drive (reportedly $500,000-$600,000), to be launched soon. Money, it's understood, is made available from dropping of MBS news schedule about Aug. 15. (Miles originally switched $1.5 million from NBC Radio programs to Mutual.) Agency: Geoffrey Wade Adv., Chicago.

AUTUMN DRIVE • Andrew Jergens Co., Cincinnati, planning autumn spot tv drive for Jergens Lotion. Company has named Cunningham & Walsh, New York, as agency, effective Dec. 1, but tv campaign is being handled by present agency, Robert W. Orr & Assoc. C&W had been leading contender for $4 million Jergens account [AT DEADLINE, July 22]. Jergens has been out of network radio since 1954 but participated in NBC-TV *Steve Allen Show* this year. Jergens' Deep Cleanser and new products division remain with Stockton, West, Burkhart, Cincinnati.

TV ANNOUNCEMENTS • Standard Brands (Hunt Club dog food), N. Y., buying one-minute television announcements, daytime and late evening, starting Aug. 12 for 20 weeks in about 40 markets. Ted Bates & Co., N. Y., is agency.

SATURATION RADIO • Equitable Life Insurance, N. Y., planning eight-second spot announcement saturation radio campaign in top 25 markets, starting Aug. 31. Schedule will run for six weeks and as many as 15 to 35 spots per week per market will be used. Kenyon & Eckhardt, N. Y., is agency.

180 MARKETS • Carter Products (Arrid), N. Y., planning television spot announcement campaign to start end of August or early in September in more than 180 markets through Sullivan, Stauffer, Colwell & Bayles, N. Y.

KOA Appoints Christal

KOA Denver named Henry I. Christal Co. as national sales representative, effective Aug. 1. Station, headed by president William Grant, is on 850 kc with 50 kw and is licensed to Metropolitan Television Co., which also owns KOA-TV. Mr. Grant said NBC Spot Sales will continue to represent KOA-TV.

at deadline

FCC PAPERS FLY ON VACATION EVE

FCC Friday announced remainder of actions taken at Thursday's meeting—last for summer recess. Next regular Commission meeting is Sept. 4.

In spate of decisions announced at end of working week, Commission took following actions:

• Made Albany-Schenectady-Troy, N. Y., all vhf, and took other final allocations actions, including several new proposals.

• Granted one additional new tv station in Kennewick, Wash.

• Dropped proposal to force translators to cease operating when regular tv station comes on air.

• Proposed permitting fm stations to broadcast vertically polarized signals.

• Set Sept. 17 as date for toll tv consideration.

• Granted 22 station sales, including WNOW-AM-FM-TV York, Pa.; KOME Oklahoma City, Okla.; WDOD-AM-FM Chattanooga, Tenn.

Vhf Markets Bolstered

FCC Friday announced previous day's decisions to make Albany-Schenectady-Troy, N. Y., all vhf and also move ch. 8 from Muskogee to Tulsa, Okla., and add vhf channels to Brookings, Ore., and Eureka, Calif.

By a majority of four, FCC told staff to draw up order approving retention of chs. 6 and 10 in Schenectady and Vail Mills (suburb of Albany) and adding ch. 13 to area from Rome-Utica, N. Y. Ch. 2 would be substituted for ch. 13 in Rome-Utica. WKTV (TV) Utica now operates on ch. 13 there. Staff was also told to write up documents permitting Lowell Thomas-Frank Smith ch. 41 WCDA (TV) and Harry C. Wilder ch. 35 WTRI (TV) both Albany each to operate temporarily on one of the two vhf channels —pending outcome of comparative hearings for those vhf channels. WRGB (TV) would remain on ch. 6. Instructions also envisage adding third vhf channel to Providence, R. I., area.

Originally, FCC proposed to make tri-city New York region all uhf by moving ch. 6 to Syracuse, N. Y., and to Providence-Fall River-New Bedford section, and by deleting ch. 10 from Vail Mills. Subsequently, Commission issued second proposal looking toward establishment of area as predominantly vhf. This was plan ordered to be written up by staff last week, which presumably will be acted on when FCC returns from August vacation recess.

In other allocations moves, FCC:

• Adopted rule making notice to move ch. 8 from Muskogee to Tulsa, Okla., ordered modification of KTVX (TV) license to specify ch. 8 operation in Tulsa instead of Muskogee.

• Added ch. 8 to Brookings, Ore., and ch. 6 to Eureka, Calif.

• Substituted ch. 15 for ch. 41 in Florence, Ala.; changing channels in Gadsden, Ala., from 15 to 37; in Corinth, Miss., from 29 to 41; in Grenada, Miss., from 15 to 44. Also ordered WOWL-TV Florence to change from ch. 41 to ch. 15.

• Amended Jan. 11 order shifting ch. 13 from Arecibo to Aguadilla, P. R., to assign ch. 13 to Arecibo-Aguadilla.

• Added ch. 16 to South Bend, Ind.; substituting ch. 75 for ch. 16 at Aurora, Ill., and ordering WNDU-TV South Bend to change from ch. 46 to ch. 16.

• Added ch. 16 to Ephrata, Wash., substituting ch. 31 for ch. 25 in Kennewick, Wash., and ch. 25 for ch. 31 in Richland.

All allocations orders are effective Sept. 6.

Commission also asked for comments, by Sept. 6, to (a) proposal to assign ch. 13 to Fajardo, P. R., by (1) deleting ch. 13 from Charlotte Amalie, V. I., and adding it to Aguadilla-Arecibo, P. R., and deleting ch. 13 from Aguadilla, or (2) deleting ch. 12 from Charlotte Amalie and moving it to Aguadilla in lieu of ch. 13 there; and (b) proposal to assign ch. 28 to South Bend-Elkhart, Ind., but substituting ch. 52 in lieu of educational, reserved ch. 40 in South Bend, deleting ch. 52 from Elkhart, substituting ch. 83 for ch. 28 in Elgin, Ill., and substituting ch. 40 for ch. 42 in Benton Harbor, Mich., or, alternatively, assigning ch. 22 to South Bend instead of ch. 34, substituting ch. 79 for ch. 22 in Waukegan, Ill., substituting ch. 46 for ch. 36 in Kalamazoo, Mich., and adding ch. 34 to Plymouth, Ind.

Commission also denied petition to make educational, reserved ch. 7 Jacksonville, Fla., commercial or, if that not acceptable, to replace ch. 12 Jacksonville with ch. 46. And FCC denied ABC request for reconsideration of June 26, 1956 order insofar as it failed to adopt case-by-case consideration of proposals to allocate vhf channels at short spacings and to shift existing tv outlets.

Toll Tv Meeting Set

FCC announced Friday it had scheduled special meeting on toll tv for Sept. 17, at which time it will take up all questions regarding controversial subscription tv proposal—including whether to authorize tests or not.

At last Thursday's meeting, commissioners reviewed staff digest of comments and countercomments on proposal to authorize tests, instructed staff to draw up list of all factors which must be considered before taking any further steps. Feeling is that there are several commissioners who still would like to see pay tv tested, and that possibility exists Commission might invite applications from interested stations, rule on test authority that way.

Translators, Case-by-Case

DROPPING proposal to prohibit tv translator stations in areas where regular tv stations operate—or forcing translators to discontinue upon establishment of regular tv station—FCC announced it would consider situations on case-by-case basis.

Commission had proposed translator operation limitation last April [B•T, May 6]. In final report and order, Commission said there were too many factors involved to establish universal rule. There might be situations, Commission said, where translator operation would not affect regular tv station. Considerations would involve, FCC said, such factors as: terrain, existence of community television systems, type of regular tv station (satellite, non-network, etc.), coverage, economics and distance of translator from regular station.

Score of Sales Approved

FCC approved 22 station sales which were announced Friday. Among them:

WNOW-AM-FM-TV York, Pa., from Helm Coal Co. to William F. Rust and associates for $225,000. Rust group owns four New Hampshire radio stations. WNOW-TV operates on ch. 49.

Also WAEB Allentown, Pa., from WAEB Inc. (Howard Wasserman, president) to Mr. Rust and associates for $200,000. Comr. Robert T. Bartley voted for McFarland letter in both Rust buys.

WDOD-AM-FM Chattanooga, Tenn., from Earl W. Winger to Interstate Life & Accident Insurance Co. for $200,000.

KOME Tulsa from John Brown U. to multiple station owners John W. Kluge and Marcus J. Austad for $165,000. Mr. Kluge has interests in five am stations and WLOF-TV Orlando, Fla.; Mr. Austad is partner with Mr. Kluge in two ams.

KUDU Ventura, Calif., from Voice of Ventura County to Tri-Counties Public Service Inc. (Virginia Wallace, president) for $162,500.

WNAM Neenha, Wis., from Valley Communications Inc. (C. E. Ewing, president) to S. N. Pickard for $154,000.

WMMH Marshall, N. C., from multiple station-owner Harold H. Thoms to Cleatus O. Brazzell, Vernon C. McCarthy and Andrew D. Shields for $20,000. Mr. Brazzell has interests in WELP Easley and WHPB Belton, both South Carolina.

PEOPLE

SHERMAN K. ELLIS, who for 16 years headed his own advertising agency in New York and was also officer and director of Benton & Bowles, has been appointed chairman of plans board of Los Angeles office of McCann-Erickson. Mr. Ellis had been serving M-E as creative consultant.

DR. BERNARD SCHWARTZ, director of Institute of Comparative Law, New York U. School of Law, Friday was named chief counsel of the House Legislative Oversight Subcommittee. Subcommittee, headed by Rep. Morgan Moulder (D-Mo.), was established last March to investigate federal regulatory agencies with FCC as its first target [B•T July 8].

SEYMOUR REED, treasurer of Official Films Inc., elected to additional post of executive vice president of company. **GRACE SULLIVAN,** assistant secretary of Official, advanced to secretary.

KEITH G. DARE, tv account executive with Katz Agency, station representatives, since 1952, and formerly with Headley-Reed representation firm, to American Broadcasting Network as account executive, effective today (Monday).

GENE SHIELDS, formerly assistant advertising manager of Magnavox Corp. and retail advertising manager of Norge Div. of Borg-Warner Corp., to Erwin, Wasey & Co., Chicago, as account executive.

KOB Deal Declassified

WHEN ABC protested sale of KOB-AM-TV Albuquerque, N. M., by Time Inc. and Wayne Coy to Stanley Hubbard's KSTP Inc., approved by FCC last March [B•T, March 18], principals drew up confidential agreement setting forth terms and conditions if revestment were ordered by FCC. Agreement provided sale back and resale upon clearance, and Time-Coy attorney asked FCC to classify document. On Friday FCC announced it had denied this request. By this time, however, FCC had denied ABC protest [B•T, May 13], and ABC had appealed this denial to appeals court where matters rest at present.

For Fm Auto Radios

PROPOSAL to permit fm stations to utilize either horizontal or vertical polarization issued by FCC Friday, with comments invited by Oct. 1. Change in rules (which now provide for horizontal polarization of fm signals) submitted last April by Washington consulting engineer James C. McNary [B•T, May 6]. If authorized, vertical fm polarization might result in greater efficiency in utilization of fm automobile radios through use of whip antennas.

Wash. State Uhf Granted

FCC Friday announced grant of ch. 25 Kennewick, Wash., to Columbia River Television Co., operating with 8.13 kw power from zero antenna height above average terrain. Columbia River comprises Stuart Nathanson, B. K. Philipps and C. N. Hostkoetter, plus others. Mr. Nathanson is former producer-director with KEPR-TV Pasco, Wash.

Smathers Calls Networks 'Fair'

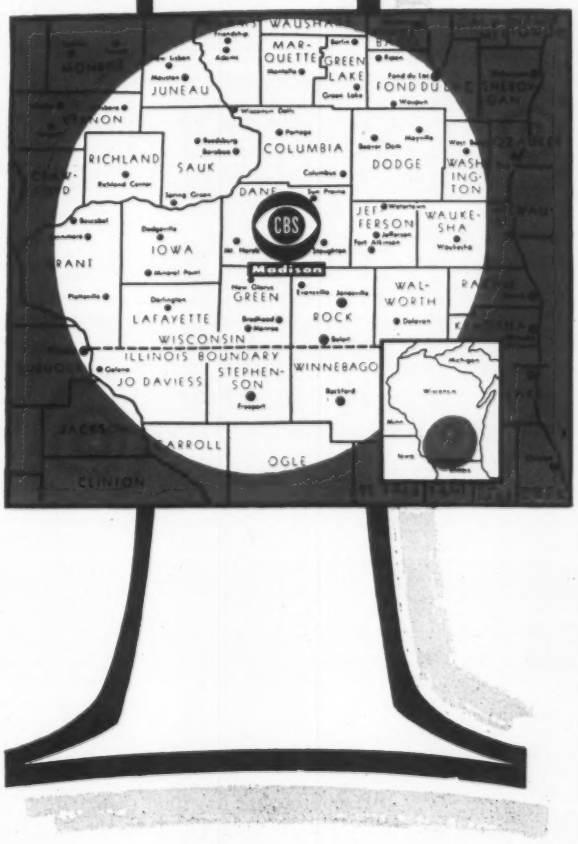
OFFICE of Sen. George A. Smathers (D-Fla.) said Friday senator has been impressed with "fairness and impartiality" of radio-tv coverage of senate civil rights debate since he originally wrote letter to networks criticizing their coverage [story page 52]. ABC, CBS and NBC had answered Sen. Smather's complaint saying they were not previously aware of "charges" mentioned by senator in his letter.

First Anniversary!

WISC-TV

CHANNEL VHF 3

1ST IN MADISON, WISCONSIN



1ST IN COVERAGE

With maximum power on Channel 3, WISC-TV covers 32 counties in Wisconsin, Illinois, and Iowa—serving a million and one-half viewers in over 325,000 television homes. Let your PGW Colonel show you what positive coverage means in low cost-per-thousand.

1ST IN RATINGS

In just one year WISC-TV leads substantially in all ratings. Let your PGW Colonel show you the ARB and the PULSE.

1ST IN POPULARITY

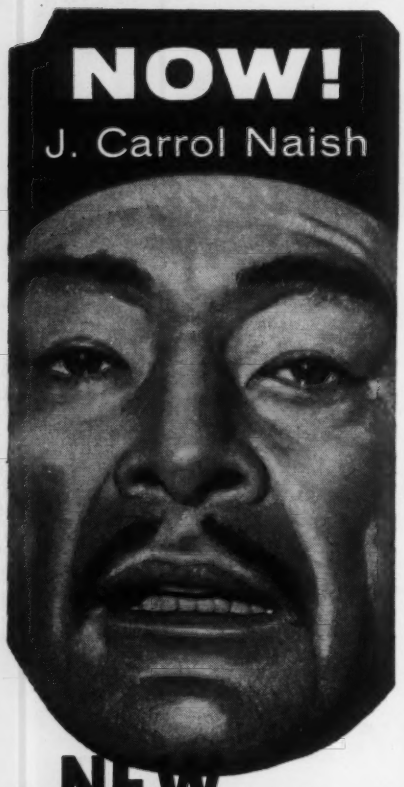
Television viewers in WISC-TV-LAND in just one year have developed the habit of tuning to WISC-TV most and more often.

1ST IN PROGRAMMING

Our first year of history with CBS, regional and local programs has definitely established WISC-TV's leadership in entertainment, news, information and public service.

Represented Nationally by
PETERS, GRIFFIN, WOODWARD, Inc.

CBS TELEVISION NETWORK



The NEW adventures of
CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carrol Naish, makes Charlie Chan live and breathe. James Hong is the Number One Son. Beloved by millions, who've paid out their dollars to match their cleverness with Earl Derr Biggers' most famous detective! Wire or phone collect today to reserve your market before some other quick-thinking advertiser snaps it up.

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

TONIGHT

NEW life has been given the *Tonight* show on NBC-TV. This most recent surgery and post-Steve Allen format is a great improvement on the segmented, columnist-infested show that preceded it. But it's still cluttered with a potpourri of skits, monologs, talks with the audience, some singing and some orchestration, none of which can be considered a new or novel contribution to tv.

Jack Paar, a whimsical and relaxed fellow, is the host. He may not be the hottest personality on the air, but he handles himself easily. If anything, there's too much of him and an overabundance of talk and jokes (a good many of them tepid, since Mr. Paar seems obsessed with making wisecracks on tv about tv and show business, an approach that wears awfully thin after a while).

But all was not lost on the premiere. Helen O'Connell sang her "Tangerine" and "Green Eyes" and ran through a number while the *Today* show's monkey made with antics—this apparently a taste of the morning *Today* "tonight," in the apparent belief that the sleepless viewers of *Tonight* will be too groggy tomorrow for *Today*, Helen and the ape.

For his premiere telecast, Mr. Paar was joined by Johnny Johnstone, another well-preserved former teenage idol; the ageless actor, Franklin Pangborn, with whom Mr. Paar flitted through a few skits, and Stanley Holloway, a star of "My Fair Lady," who swapped anecdotes about London and the English stage. A takeoff on the *Monitor* weather girl by Tedi Thurman, whose sultry whisper of temperatures and wide-eyed stare were startling at that time of night, was a rather fanciful stunt.

Mr. Paar has a great capacity, an infectious sense of humor and a battle on his hands to keep up with yawning viewers. Regardless of how this weeknight marathon-like contest progresses hence, there is a victor: RCA Victor. Its commercials still are top-notch, non-irritating, entertaining and hard-sell.

Production costs: Approximately $10,000.

Sponsors: Participating, Mon-Fri., 11:15 p.m.-1 a.m. EDT.

Cast: Jack Paar, Tedi Thurman, music director Jose Melis.

Guests: Helen O'Connell, Stanley Holloway, Johnny Johnstone, Franklin Pangborn.

Executive producer: Richard Linkroum.

Producer: Perry Cross.

Associate producer: Ed Cosgrove.

Director: Garth Dietrick.

Associate director: Dick Gillespie.

Writer: Jack Douglas.

Announcer: Hugh Downs

Set designer: Charles Rosen.

Costumes: Guy Kent.

Technical director: Robert Long.

LIFE AND THE WORLD

CAN radio really sell magazines? Do listeners crave to read news and feature stories that have been discussed on the air? Apparently NBC Radio and *Life* Magazine intend to find out with this daily, early evening show which they are producing "in association" with one another. In *Life and the World* the listener is presented teasers, capsule coverage of various articles from the current issue of the magazine. There are recorded interviews and dramatizations, hosted by Frank Blair, most of them brief and without depth. The purpose is quite obvious —sell that *Life!*

Production Costs: Approximately $1,000 per show.

Produced, with participating sponsors, Sleep Eze through Milton Carlson and Ex Lax through Warwick & Legler, by NBC Radio in association with the editors of Life *Magazine, on NBC Mon.-Fri., 7:45-8 p.m. EDT.*

Host: Frank Blair.

Writer-Producer: Charles Speer.

QUEST FOR ADVENTURE

WHEN a tv network places a weekly series of film documentaries, provided free by industry public relations, on the air at 9 on a Monday evening, the viewer normally has every right to look at the offerings with a skeptical eye.

But last Monday's *Quest for Adventure* on ABC-TV pleased the eye, and indeed the accompanying ear. Titled "The Petrified River" and carrying no discernible pitch for the donor, Union Carbide & Carbon, the film told the story of uranium, from the formation of deposits on the Colorado plateau to its uses as a source of radiation for such tasks as the destruction of cancerous tissue in humans and the preservation of food. Throughout the film, which Union Carbide made with technical assistance from the U. S. Bureau of Mines and the Atomic Energy Commission, good photography and an excellent musical background served to make the essentially scientific narrative palatable to those without scientific knowledge.

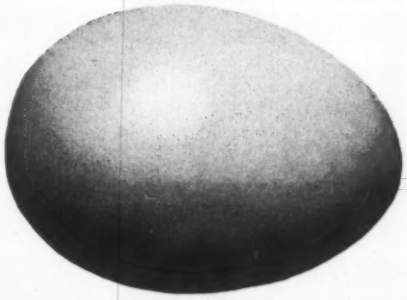
Quest for Adventure producers, ABC-TV and Modern Talking Pictures, report the films in this series are being shown on a network for the first time, although some have been used, and all will be used, on local tv stations and for school, church and organization viewing. The question then: Even if these documentaries continue to be of highest quality, why does ABC-TV program non-exclusive industrial films minus a sponsor and in prime time?

Production Costs: Nominal.

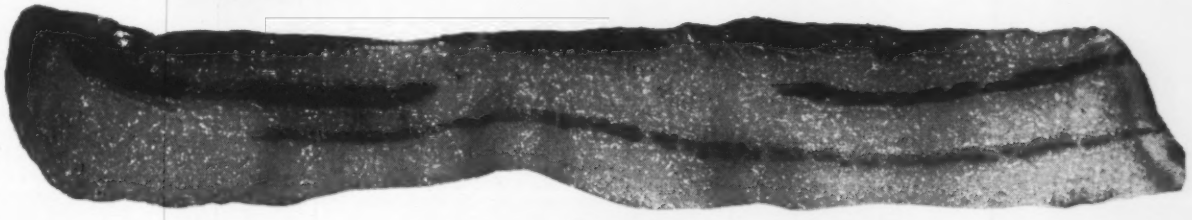
Telecast sustaining on ABC-TV, Mon., July 29, 9-9:30 p.m. EDT.

Producers: ABC-TV and Modern Talking Pictures.

A Natural Combination!

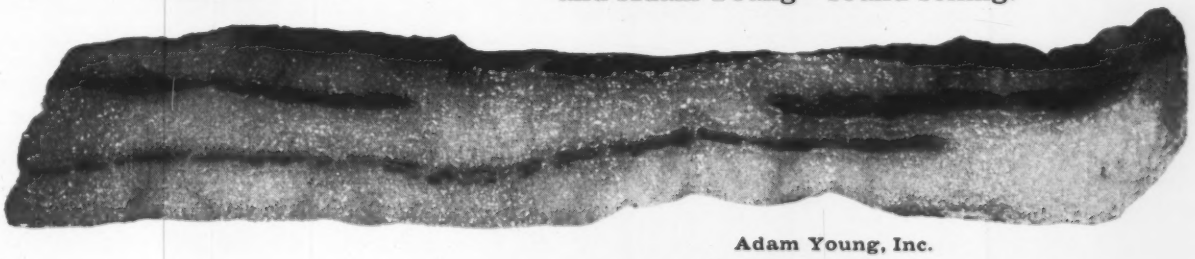


WSAI, Cincinnati the most effective station in America's 16th market. With programming planned for Cincinnatians, WSAI's audience has grown consistently and amazingly in the last 5 years. WSAI is Cincinnati's "new" sound for selling.



Adam Young INC.

— distinguished in the field of radio representation by extensive client services, research, and techniques of modern selling. ¶ The two form a natural combination: WSAI—the sound of success, and Adam Young—sound selling.



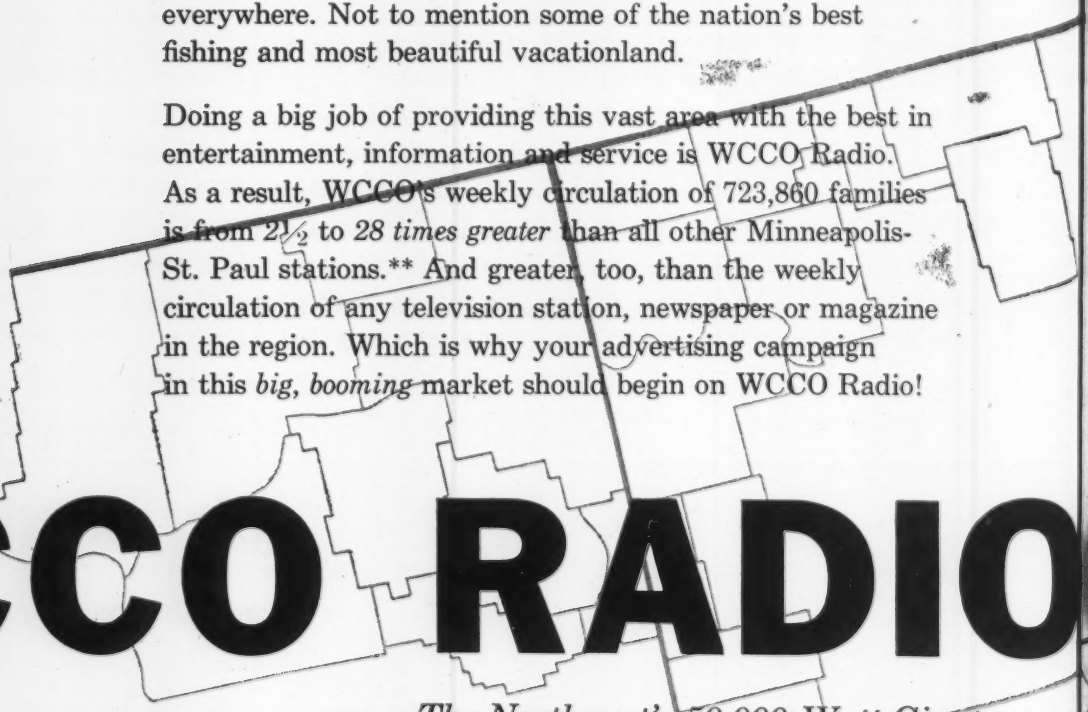
Adam Young, Inc.
Young Television Corp.
Young Representatives, Inc.
Young Canadian, Ltd.
3 East 54th St., New York 22, N.Y., PLaza 1-4848
Prudential Plaza, Chicago 1, Ill., Michigan 2-6190
317 No. Eleventh St., St. Louis, Mo., MAin 1-5020
6331 Hollywood Blvd., Los Angeles 28, Calif., HOllywood 2-2289
Russ Bldg. (Rm. 1207), San Francisco 4, Calif., YUkon 6-6769
Statler Office Bldg., Boston 16, Mass., HUbbard 2-6117

REAL LIVE

This is about *WCCO-Land*—the 114 counties of Minnesota, Wisconsin, Iowa and South Dakota served so well by WCCO Radio.* It's a market where biggness is measured in *millions* and *billions*. Population: 3.6 million (*big as Detroit*); effective buying income: $5.4 billion (*bigger than Washington, D.C.*); total retail sales: $4.1 billion (*bigger than Boston*); gross farm income: $1.7 billion (*bigger than New York state and six New England states combined*)!

Dollar signs and decimal points aren't all. *WCCO-Land* is a *real live market*. The vitality and progressiveness of its people is matched only by the diversity and growth of its industries—iron ore and taconite in the North, oil and lignite in the Dakotas, farming and manufacturing nearly everywhere. Not to mention some of the nation's best fishing and most beautiful vacationland.

Doing a big job of providing this vast area with the best in entertainment, information and service is WCCO Radio. As a result, WCCO's weekly circulation of 723,860 families is from 2½ to *28 times greater* than all other Minneapolis-St. Paul stations.** And greater, too, than the weekly circulation of any television station, newspaper or magazine in the region. Which is why your advertising campaign in this *big, booming* market should begin on WCCO Radio!



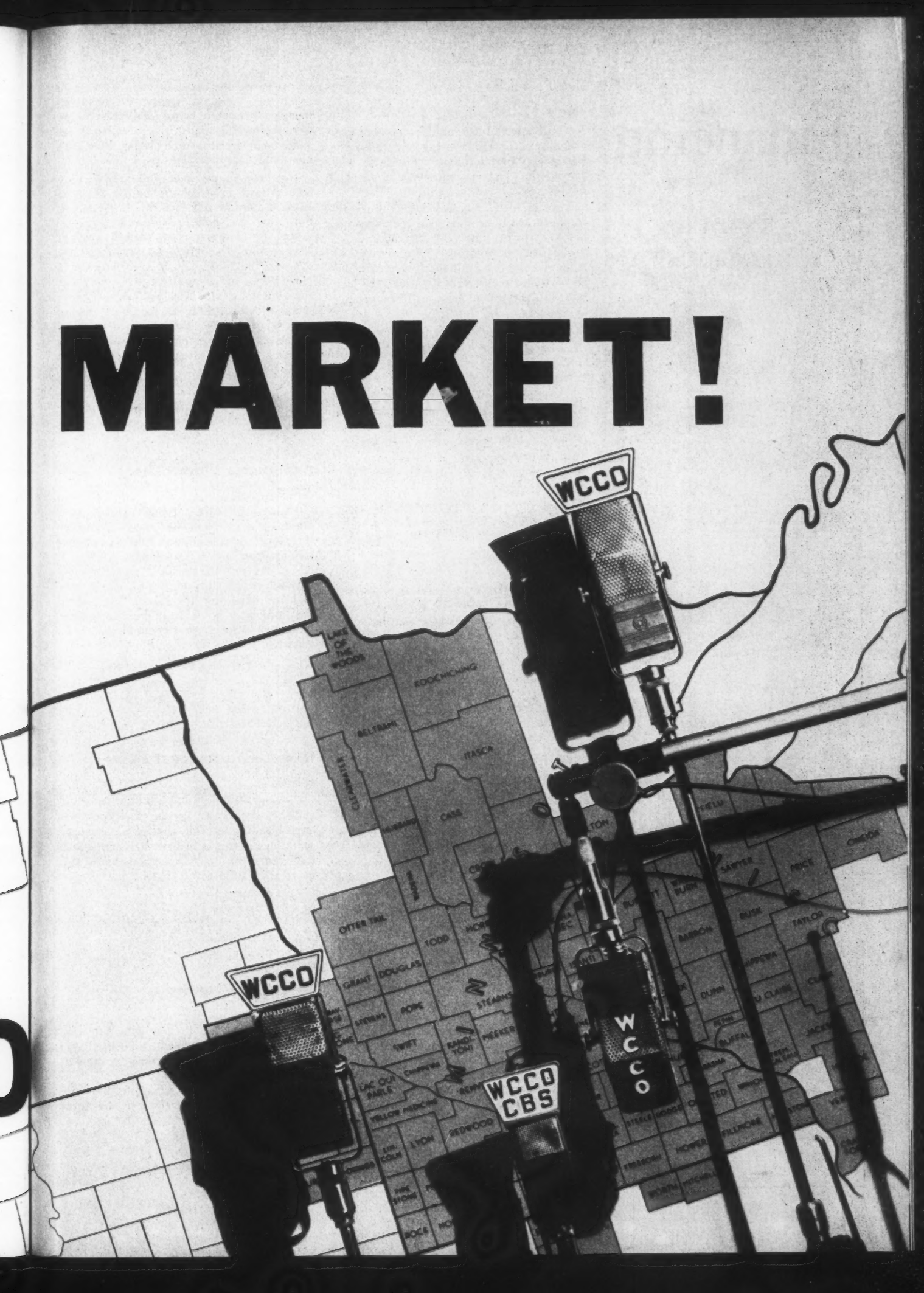
WCCO RADIO

The Northwest's 50,000-Watt Giant
Minneapolis-St. Paul
Represented by CBS Radio Spot Sales

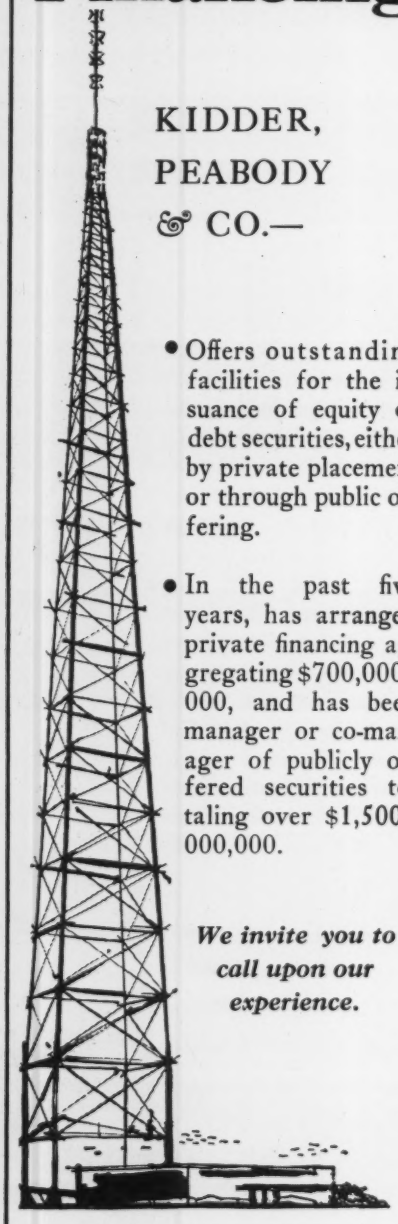
*Basic Service Area, NCS #2
**NCS #2
Market Data: Survey of Buying Power, 1957
SRDS Consumer Markets, 1957

NOW AVAILABLE FREE: New WCCO Radio Market Guide. Write to Phil Lewis, Sales Manager, WCCO Radio, Minneapolis 2, Minnesota

MARKET!


WCCO
WCCO
WCCO CBS
WCCO
LAKE OF THE WOODS
BELTRAMI
ITASCA
CLEARWATER
CASS
OTTER TAIL
TODD
GRANT
DOUGLAS
STEARNS
POPE
SWIFT
KANDIYOHI
MEEKER
LAC QUI PARLE
YELLOW MEDICINE
LINCOLN
LYON
REDWOOD
PRICE
TAYLOR
BARRON
DUNN
BUFFALO
JACKSON
STEELE
DODGE
FILLMORE
HOWARD
FREEBORN
MITCHELL
WORTH

Financing



KIDDER, PEABODY & CO.—

- Offers outstanding facilities for the issuance of equity or debt securities, either by private placement or through public offering.
- In the past five years, has arranged private financing aggregating $700,000,000, and has been manager or co-manager of publicly offered securities totaling over $1,500,000,000.

We invite you to call upon our experience.

KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

Uhf Portables

EDITOR:

You carried an item on conversion of television sets for uhf viewing and made the statement: "Portables are not easy to convert to uhf, and are not made in all-band models" [CLOSED CIRCUIT, July 29].

Your reporter obviously didn't check Milwaukee, which he mentions specifically as being "hard-hit," nor did he check RCA, GE, Emerson, Motorola, Philco or Admiral, all of whom make all-band portables, and all of whom report virtually 100% all-band sales in the portable field in Milwaukee . . .

Robert H. Van Roo
Director, Promotion & Publicity
WXIX (TV) Milwaukee, Wis.

EDITOR:

. . . The fact of the matter remains that portable tv sets can be obtained with uhf tuners, and I am the proud owner of one (Hotpoint) that I feel works well and beyond the call of duty.

Wallace M. Bradley
Executive Director
Committee for Competitive Television
Washington, D. C.

EDITOR:

. . . All leading manufacturers make portables in all sizes, in uhf-vhf models.

A check of the leading distributors in this [predominantly uhf] section reveals that sales of portables run as high as 25% to 30% of total tv set sales. It also confirms that it would be impossible to sell a television set, conventional or portable, in this area if it were not equipped for uhf . . .

John P. Shipley, Operations Mgr.
WNBC (TV) New Britain, Conn.

Misinterpreted

EDITOR:

My attention has been brought to your report concerning a talk I made before the Hollywood Advertising Club [B•T, July 8].

. . . Because of the highly technical nature of my remarks, it seems that the account, as it appeared in your publication, completely misinterpreted my message and has unfairly reflected upon the abilities of motion picture producers in New York and my opinion of them.

I had only one message: Make a new "original" negative of the commercial for every contemplated use of that commercial because making second-generation duplicates of a commercial degrades the photographic quality. This loss in quality is especially apparent, by contrast, when the commercial is integrated into a tv show produced under studio conditions.

The whole reason for my speaking on this subject was to do a public relations job on behalf of all commercial film producers wherever they may be, so they would have impartial testimony from a film technician that would help persuade advertising agencies to spend the necessary money to obtain as many "original" negatives of commercials as would be needed, rather than to make second- and third-generation dupes if the commercial is to be used in more than one show.

Nowhere in my talk, did I make any comparisons between the ability of New York producers and Hollywood producers; nor would this point be relevant to my remarks. As a former New Yorker myself, I have nothing but the highest respect for everyone in the motion picture industry in New York, and I here repeat my plea that the excellent efforts of all producers of commercials be brought to the nation's television screens with the highest possible print quality, and again emphasize the importance of using "original" negatives of commercials at all times.

Sidney P. Solow
Vice President and General Manager
Consolidated Film Industries
Hollywood, Calif.

Appreciates Warner Story

EDITOR:

Many thanks for . . . the wonderful article about our department [B•T, July 15]. Walter Bien [operations head] and I deeply appreciate this story and the workmanlike and accurate manner in which it was reported. It tells the full story about this department and our hopes for the future. We believe that tomorrow holds great promise for the industry and we are proud and pleased to be a part of it.

Jack Warner Jr.
Vice President
WB/TV Commercial & Industrial Films Inc.
Burbank, Calif.

New Agency Requests Figures

EDITOR:

We are seeking cost-per-thousand and audience breakdown figures from radio stations for a nationwide campaign. Since we are a new agency and have few contacts in the radio spectrum, I felt publication of this letter might help us obtain this material.

Arthur J. Harger
President
Arthur J. Harger Advertising
130 Shepard St.
Lansing, Mich.

No Hyphen Needed

EDITOR:

I feel compelled to call your attention to your misuse of a hyphen in the name Eastman Kodak in your article on the Edsel television program [B•T, July 22].

The words Eastman Kodak as they appear in our company's trade style are never hyphenated.

W. K. Heron
Market Research Dept.
Eastman Kodak Co.,
Rochester, N. Y.

COMING THIS FALL FROM MGM-TV

THE THIN MAN

STARRING

PETER LAWFORD · PHYLLIS KIRK

AND **ASTA**

SOLD
TO
COLGATE-PALMOLIVE
NBC-TV NETWORK
HALF HOUR, FRIDAY NIGHTS
9:30 P.M. E.S.T.
STARTING FALL OF 1957

Five more BIG MGM-TV series are now in preparation for production at the fabulous M-G-M Culver City Studios

"NORTHWEST PASSAGE"
"THE FEMININE TOUCH"
"MIN & BILL"
"YOU'RE ONLY YOUNG ONCE"
"GOODBYE, MR. CHIPS"
(Boreham Wood Studios, London, England)

For more information about this great programming opportunity write, wire or phone Charles C. "Bud" Barry, Vice President, 1540 Broadway, New York City 36, JUdson 2-2000

MGM-TV

A Service of Loew's Incorporated

Test *your* personality

Psychologists say the ink blot (Rorschach) test below helps determine the nature of a personality. It gauges imagination, charm, persuasiveness and the like. But every businessman knows another way to appraise his sales personalities—in terms of his sales dollars. (Turn page sideways*)

The two hundred creative personalities at the fourteen major-market stations represented by CBS Radio Spot Sales pass *both* tests with flying colors. As recording stars, former show people,

newspaper columnists, world travelers and farm managers (there's even a circus barker among them)—they attract large and faithful audiences. When they talk—people listen. When they sell—people buy. Put their selling instincts to the test on *your* product.

CBS Radio Spot Sales represents the following stations: WCBS, New York • WBBM, Chicago • KNX, Los Angeles • WCAU, Philadelphia • WCCO, Minneapolis-St. Paul WEEI, Boston • KMOX, St. Louis • KCBS, San Francisco • WBT, Charlotte • WRVA, Richmond • WTOP, Washington • KSL, Salt Lake City • WMBR, Jacksonville KOIN, Portland, Oregon • Columbia Pacific Radio Network and Columbia New England Radio Network. **CBS RADIO SPOT SALES**

*Are you business-oriented? If so, you are sure to see a dollar sign when the illustration is viewed this way.

114% MORE audience
than Station B ALL DAY!*

WILS

Mar.-Apr. '57 Hooper In Lansing Shows
MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	61.4	23.5
12 noon-6:00 p.m.	53.7	30.1

5000
LIVELY WATTS

MORE listeners than
all other stations
heard in Lansing
combined.*

* Mar. thru Apr. average
C. E. Hooper, Inc.

LANSING

Represented
Nationally by
Venard, Rintoul
& McConnell, Inc.

WILS
music news sports

OUR RESPECTS

to Frederick Wayne Ford

IN these days of heavy congressional criticism of the FCC—and some of its individual members—the Commission's newest member will start his duties with singular unanimity regarding the wisdom of his nomination.

Over 18 years of government service (6½ with the FCC) has gained Frederick Wayne Ford a reputation for his fairness in dealing with all parties.

His appointment to fill the vacancy created by George C. McConnaughey came as a complete surprise. He was called to the White House Friday, June 28, for what he thought was routine Justice Dept. business—and offered the vacant Commission post. The following Tuesday his name was sent to the Senate Commerce Committee for approval, which came July 25. Only the formality of full Senate confirmation is before him now, and that is assured as soon as the Senate turns from exclusive consideration of civil rights legislation. Mr. Ford's nomination has been praised on the Hill as "one that has no connection with anybody in the [radio-tv] industry."

The appointment was even more surprising to Mr. Ford because once before, in 1953, he had unsuccessfully been an active candidate for an FCC commissionership. This was for the vacancy created when the recess appointment of Eugene Merrill—to fill out the term of resigned Robert Jones—expired. At that time, the current FCC chairman, John C. Doerfer, was appointed.

Handsomely-gray, 47-year-old Mr. Ford returns to the FCC, which he left in 1953, from the post of Assistant Deputy Attorney General at the Dept. of Justice, a job he has held since January. In that position, his many and varied duties included congressional liaison, liaison with other governmental departments and assistance in processing appointments for U. S. marshals, attorneys and judges.

The newest commissioner was born in Bluefield, W. Va., Sept. 17, 1909, the son of an educator. His father at one time was West Virginia state superintendent of free schools. He was graduated from Union District High School, Dunbar, W. Va., in 1926. He continued his studies at West Virginia U., Morgantown, receiving an A. B. degree in 1931 and an LL.B degree in 1934.

Following his graduation, Mr. Ford became associated with the law firm of Stathers & Cantrall, Clarksburg, W. Va., rising to junior member.

IN November 1939 Mr. Ford came to Washington to seek his fortune, accepting a position in the General Counsel's office of the Federal Security Agency. In February 1942 he transferred to the Federal Litigation Branch of the Office of Price Administration. The following summer he became 2nd Lt. Ford of the Army Air Force. He was discharged in April 1946 as a major and returned to the OPA.

His next move—Feb. 4, 1947—was to the General Counsel's Office of the FCC. He became an attorney in the review section and later was assigned to the famous G. A. Richards case, which involved FCC charges that Mr. Richards' broadcast licenses should be revoked for the alleged broadcasting of biased news.

The FCC's Broadcast Bureau was formed in 1951 and Mr. Ford was named the first chief of its hearing division. The next year he represented the bureau in the American Broadcasting-Paramount merger, adding more laurels to his growing reputation. He also is credited with originating the Commission's regular report on the status of tv cases awaiting a final decision.

It is not without misgivings that Mr. Ford leaves the Justice Dept. As he puts it: "I enjoyed my work at Justice. However, I can't help but recall my pleasant work and wonderful associations—from the messengers to the chairman—at the FCC, and, naturally, I will be happy to be back with them again."

Just about these same sentiments were expressed by Emma Burke, who has been Mr. Ford's secretary since 1951 and will be returning with him to the Commission. "It will be just like going back home again," she said.

Mr. Ford was married in 1933 to Virginia (Ginny) Lee Carter, the daughter of a Middlebourne, W. Va., attorney. They have a 12-year-old daughter, Mary Carter. The Fords spend much of their spare time restoring their home in Alexandria, Va., a 1795 three-story structure, to its original colonial beauty. The present home was purchased last August, and the Fords previously had restored a home of 1850 vintage.

The new Republican commissioner was consul (president) of Sigma Chi social fraternity, member of Phi Delta Phi legal fraternity, Scabbard & Blade (ROTC honor society), and on the editorial staff of the *Law Review*, while in college. He presently is a member of the American Law Institute, West Virginia Bar, Federal Bar Assn., American Bar Assn., Alexandria Assn. (he was president for three years), which is devoted to the preservation of antiquity and beautification of the city's Potomac waterfront, Alexandria Old Town Civic Assn., Little Theatre, and vestryman of the Christ Church, Alexandria.

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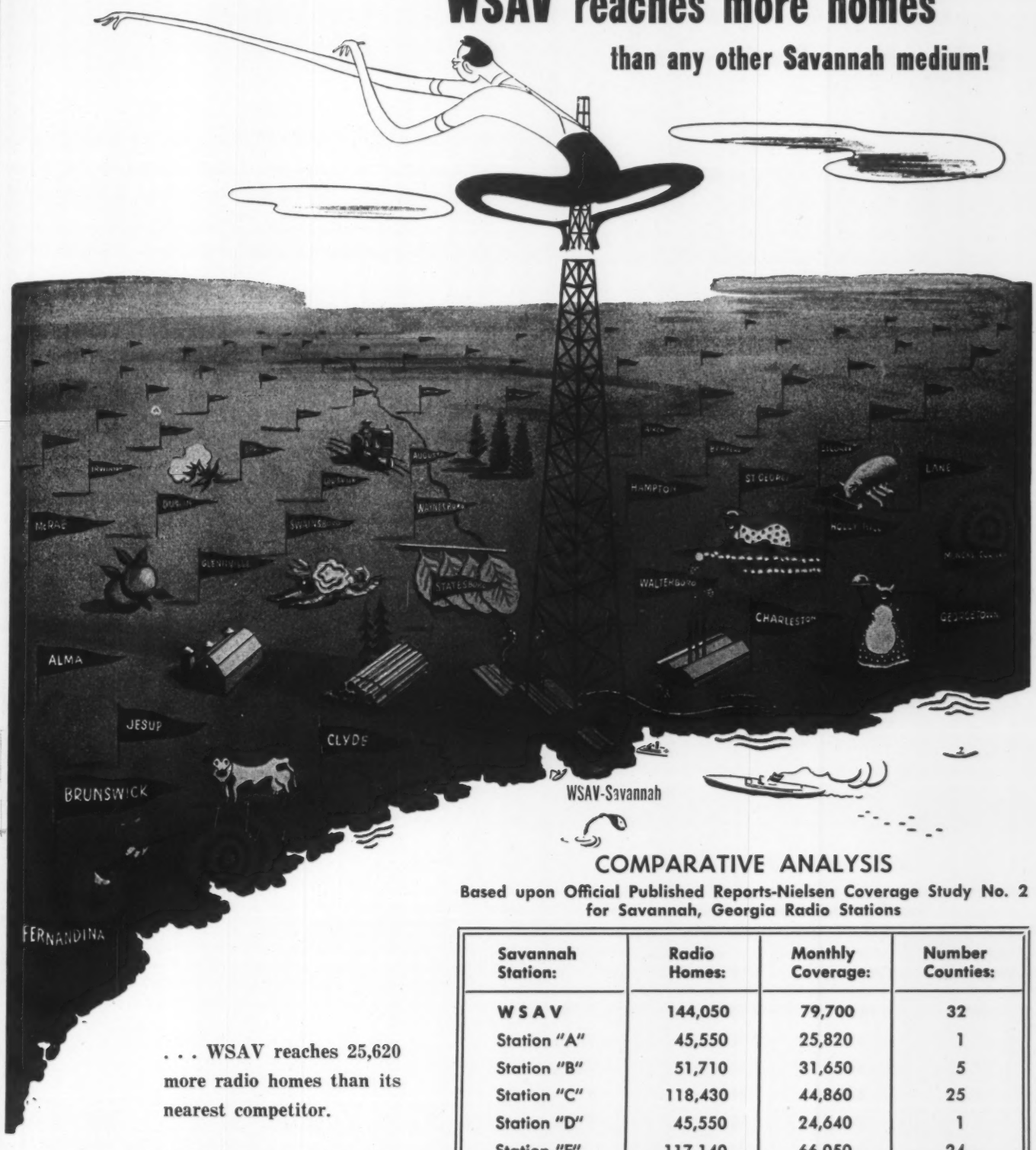

. . . WSAV reaches 25,620 more radio homes than its nearest competitor.

ASK YOUR BLAIR MAN TO SHOW YOU THE COMPLETE NCS No. 2 REPORT

COMPARATIVE ANALYSIS

Based upon Official Published Reports-Nielsen Coverage Study No. 2 for Savannah, Georgia Radio Stations

Savannah Station:	Radio Homes:	Monthly Coverage:	Number Counties:
WSAV	144,050	79,700	32
Station "A"	45,550	25,820	1
Station "B"	51,710	31,650	5
Station "C"	118,430	44,860	25
Station "D"	45,550	24,640	1
Station "E"	117,140	66,050	24

Average Daily Circulation (ABC Reports):

Savannah Newspaper "M"—51,698	Savannah Newspaper "E"—23,589

It's 630 in Savannah **WSAV** 630 kc. 5,000 watts Full Time

ABC AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY

another FIRST from KLZ

THE STATION WITH *people* IN MIND IN ALL PROGRAMMING

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Saturday Radio: More TOGETHER audience!
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444 Madison Ave., Zone 22, Plaza 5-8355
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"OLD FAITHFUL"

...still going strong

For nearly a generation, the basic design of this famous RCA power triode has proved its worth in tubes delivering carrier and modulator power with outstanding reliability. RCA pioneered the original Type-833, then incorporated refinements to produce the RCA-833-A. It is another example of outstanding RCA power tube design. And it *has been serving broadcasters faithfully for almost 20 years.*

Known by station engineers for ability to "take it" in continuous service, RCA-833-A is paying substantial dividends in lower tube cost per hour of transmitter operation. And think of this: You save over 40% on initial cost of an RCA-833-A compared to the price of the 833 of 20 years ago!

Your RCA Tube Distributor handles RCA Tubes for all types of broadcast and TV station operations. For prompt delivery, call him.

RCA-833-A power triode, time-tried and proved. First high-power tube to feature the zirconium-coated anode.

How to get more hours from an RCA-833-A

- Clean glass bulb regularly—especially in area between anode and grid posts.
- With forced-air cooling, keep blower in proper working order (40 cfm from 2" dia. nozzle). Max. bulb temp. between anode and grid seals not to exceed 145° C.
- At full plate load, keep filament voltage "on the nose". At reduced load, filament voltage can be reduced as much as 5% for longer life. Reduce filament voltage to 80% of normal during standby periods of less than 15 minutes; remove voltage when longer standby periods are anticipated.
- Watch line-voltage fluctuation; compensate for them to avoid exceeding maximum ratings.
- Operate new tube for 50-100 hours before storing it. Operate spare tubes periodically.

RCA TUBES FOR BROADCASTING

Radio Corporation of America Harrison, N. J.

they *still* love

e us in Milwaukee

The scene hasn't changed . . . and the Warner Bros. features rating picture on Schlitz Playhouse is bright as ever. In fact, ARB for May gives WTMJ-TV a 31.3 – higher than the combined ratings for all three major studio feature films competing against it at the same time – 9:30-11 Sunday night.

This serves to point up the continuing pulling power of Warner Bros. features . . . confirming what J. Walter Thompson – agency for Schlitz Beer – determined through a special three-week survey some months ago. And now as then, all major studio feature films are scheduled at the same time on Sunday nights.

Milwaukee tastes pretty much typify the preferences of viewers everywhere. To capture audience and sales alike in **your** area, write or phone:

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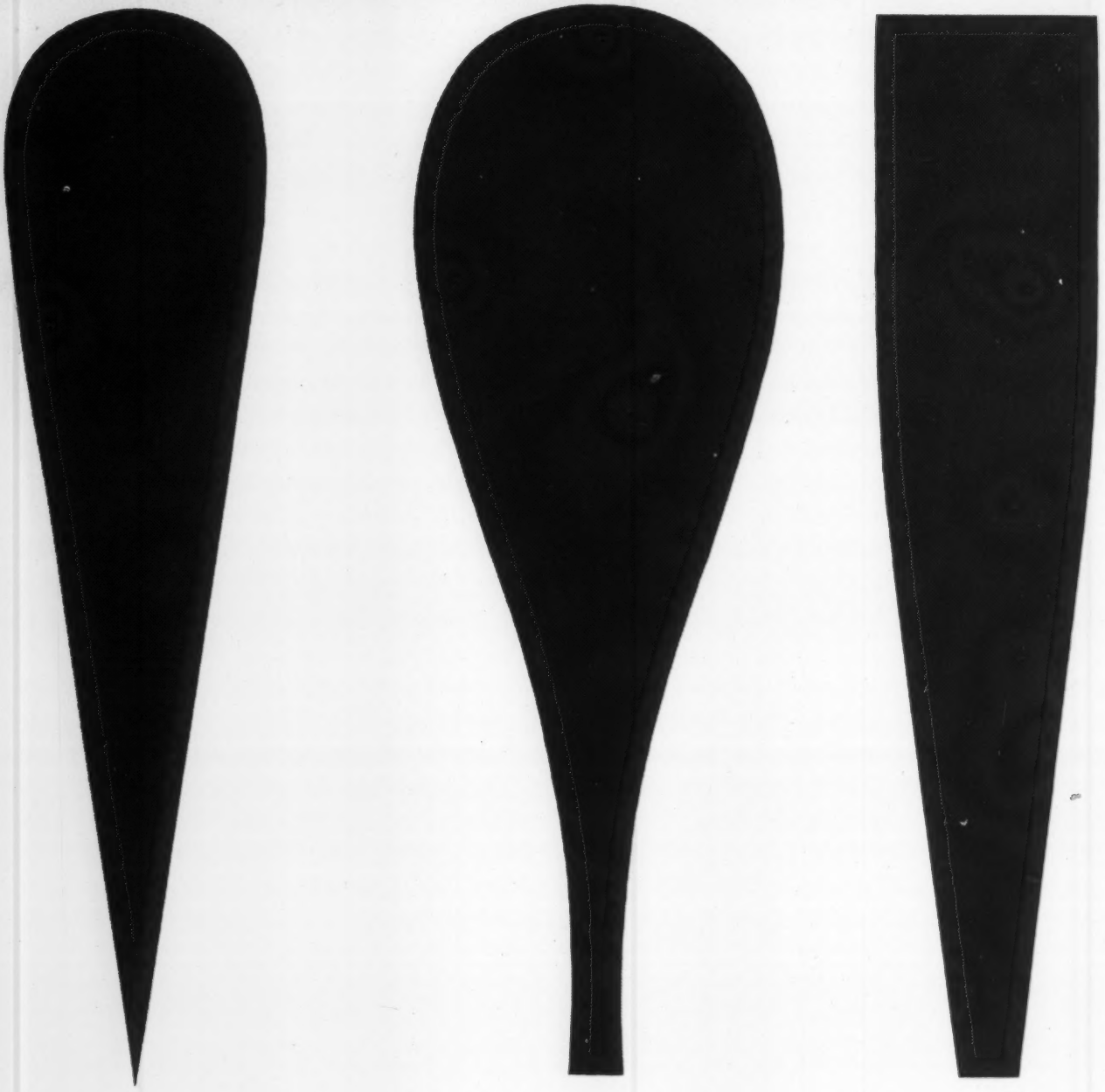


Nielsen

WRC-TV's share of audience: 37.9%. A 20.7% advantage over second station. A 23.4% advantage over both of the other two stations combined!

CLEAN SWEEP

A.R.B.

WRC-TV's share of audience: 36.3%. A 5.5% advantage over second station. A 16% advantage over both of the other two stations combined!

Trendex

WRC-TV's share of audience: 36.5%. A 6.4% advantage over second station. A 25.4% advantage over both of the other two stations combined!

This clean sweep is clear evidence that your product stands to gain a greater share of customers on WRC-TV.

ALL REPORTS: TOTAL WEEK, MAY 1957 **WRC-TV · 4** WASHINGTON, D. C. SOLD BY NBC SPOT SALES

BROADCASTING
TELECASTING

Vol. 53, No. 6 AUGUST 5, 1957

RADIO: ON THE WAY TO NEW RECORDS

- **Stations, reps, networks in accord on optimism for '57 revenue**
- **RAB's estimate—up 10%—would put time sales at $535 million**

RADIO has joined television in the march toward alltime revenue records.

Approach of the autumn season shows radio enjoying the third straight year of increased time sales following its 1954 slump.

Three out of five radio stations expect their total 1957 revenue to surpass the 1956 record, according to an NARTB glance into the broadcast financial situation, and 53% look for better profits this year.

Radio stations expect total revenue to be up 3% in 1957, with the profit margin increasing by 1% to 11.2% before taxes (see story, page 28). Television stations expect a profit of 17.7% before taxes in 1957, NARTB had previously announced [B•T, July 29].

Station representatives, networks and Radio Advertising Bureau team up with NARTB in painting a bright revenue picture for radio in 1957. They provide dramatic answers to those who still wonder, without looking at the financial reports, if radio will survive television.

Looking ahead into the autumn season, Kevin Sweeney, president of RAB, estimated radio revenues will run 10-12% above 1956 on the basis of sales to date and the general outlook. The 1956 net radio volume of time sales, according to B•T's BROADCASTING YEARBOOK - MARKETBOOK, was $486.89 million. The B•T yearly estimates of radio billings have been accurate within an extremely small percentage over a score of years when compared to final FCC data.

Taking Mr. Sweeney's estimated increase of at least 10%, the 1957 net radio time sales should run at least $535 million.

NARTB's estimated 3% increase in station revenues is based on business trends at stations during the early spring period whereas Mr. Sweeney's forecast was prepared for B•T last Thursday from data covering the first seven months of 1957 and indications of a rising autumn trend. Then, too, NARTB's forecasts do not include networks or network-owned stations.

RAB, in the midst of a radio station survey, estimates an 8% increase in overall billings for the first half of 1957. This figure is based on incomplete returns. About two-thirds of stations heard from to date report that local sales are ahead of last year, with the remaining one-third saying local business isn't as good.

Biggest gains, RAB finds, are in national spot advertising. Four out of five stations find national spot increasing in the first half of 1957. The national spot gains range up to 50% and 60% at some stations and one reported this business had doubled. RAB feels its returns provide a representative sample of stations though the study is far from complete.

Such basic elements in the economy as the automotive industry have rediscovered radio in recent months. Plymouth will expand its local radio spot when new models come off the assembly lines in late October, with radio backing up network tv. Ford and Chevrolet have been heavy radio purchasers, buying weeknight and weekend program blocks on CBS Radio. Ford's Mercury Div. will stage an August radio spot drive in 40 markets, backed by dealer radio.

HALF-BILLION IN '57?

The way back: how radio's net time sales have recovered from the slump.

1953	**$477,206,000**
1954	**$451,330,000**
1955	**$456,481,000**
1956	**$486,889,000**
1957	**$535,578,000**

The motion picture industry has been taking advantage of radio's automotive and resort audience during the summer months. In the proprietary-cosmetic field Thomas Leeming & Co. is placing orders in 200 markets for a six-month drive starting next month for Ben-Gay, Pacquin and Silk 'n' Satin.

The list of national-advertiser acquisitions is impressive, latest reports from the four radio networks show, and it's going to be more impressive when the full autumn lineups of sponsors are available.

Spot radio's gross time sales have been moving into alltime highs, a trend that was emphatically demonstrated when first-quarter business ran 40.5% over 1956, according to Station Representatives Assn.

According to Lawrence Webb, SRA managing director, gross spot radio sales reached an estimated $48.8 million in the first quarter compared to $34.7 million for the same period in 1956. The estimate was made for SRA by Price Waterhouse Co. Heavy saturation spot campaigns in top major markets have spurred this huge increase but secondary markets are sharing in the trend.

While spot radio is looking up, far up, network executives, too, exude optimism as autumn approaches:

• Matthew J. Culligan, NBC Radio Network vice president—Virtually every major national advertiser will be using network radio in six months, with 60 of the first 100 using it now compared to 25 at this time a year ago. The network has nearly $5 million net signed to go on the air in September.

• Robert E. Eastman, American Broadcasting Network—A billion-dollar radio broadcasting industry will evolve in the next few years.

• John Karol, CBS Radio sales vice president—In the last week the network has billed over $750,000 in new business, including Bon Ami, General Mills, Singer Sewing Machine Co., Armour & Co. and *McCall's* magazine.

• Paul Roberts, who becomes Mutual Network president when ownership is transferred Aug. 7—We're going to prove to national advertisers that Mutual by far is the best radio buy in America. We're not going to be hidebound by old-fashioned restrictions.

Mr. Culligan, reported that NBC Radio now has its programming basics set so that in his view it appeals to a broad as well as large audience, offering entertainment and information that are not available on television or on what he called "independent juke-box radio stations."

Mr. Culligan will announce shortly that a total of $4,885,252 (net billing) has been

signed by NBC Radio to go on the air sometime around Sept. 1. "Eleven of the 38 advertisers who have placed contracts are either new to network radio or have not advertised on network radio for at least two years," he said. "Their faith in radio emphasizes the growing conviction on the part of advertisers that network radio is an effective all-year sales booster and not just a summer sales medium."

He said that as of Sept. 1, the start of the fall season, NBC Radio's weekend *Monitor* service is almost 100% sold out and that the NBC daytime schedule, from 10 a.m. to 4 p.m., is approximately 70% sold for the September-December period.

Advertisers who have signed for time on NBC Radio after Sept. 1 include American Dairy Assn., American Oil, American Institute of Men's and Boys' Wear, Black & Decker, Bristol-Myers, Brown & Williamson, California Packing Corp., Carter Products, Equitable Life Assurance Society of the U. S., Evangelistic Foundation Inc., Ex-Lax Inc., General Mills, Pepsi-Cola, Grove Labs, General Foods (Jell-O), Mack Trucks Inc., Mutual of Omaha, North American Van Lines, Northwest Airlines, Olin Mathieson, Plough Inc., General Foods (Instant Postum), RCA, Rexall Drug, R. J. Reynolds Tobacco, Skelly Oil, Sterling Drug, Vick Chemical, Voice of Phophecy Inc., American Motors, Quaker State Oil, Sun Oil, The Ruberoid Co., Richfield Oil, Allis-Chalmers, Billy Graham Evangelistic Assn. and Lutheran Layman's League.

ABN's Eastman said, "The moment for positive action in radio broadcasting is right now. Opportunities abound for those with ideas and a plan. Never before in the industry has the momentum gained so rapidly in so short a time.

"Working together, stations, networks, representatives, associations and other industry groups, will create a billion-dollar radio broadcasting industry in the next few years. ABN, for one, is backing its belief in the overall prosperity of radio with major investments in new product. Our emphasis is on live personality programs and offers a "degree of difference" to advertisers, affiliates and listeners.

"With quality product, radio will continue to build its important position in the American economy, prospering as well. Dedicated people with ideas, showmanship and hard work are the principal ingredients in radio's increasing vitality."

First new program under ABN's new "all-live" programming policy was announced Friday by Mr. Eastman [CLOSED CIRCUIT, July 29]. The program, called *The Herb Oscar Anderson Show*, will start Sept. 2 in the Mon.-Fri. 10-11 a.m. spot, immediately following *Breakfast Club*. It replaces the serials, the half-hour *My True Story* and *When a Girl Marries* and *Whispering Streets*, both 15-minutes.

Mr. Eastman, who described the program as the "biggest variety program to bow on radio in recent years," said it would be the "forerunner of a schedule which eventually will see nothing but live programming on ABN." The weekday morning show will originate at the Terrace Room of the Hotel New Yorker. Mr. Anderson, formerly on WDGY Minneapolis and later WBBM Chicago, has been conducting a show on ABC's WABC New York.

To be featured on the new show: live music supplied by a 20-piece orchestra conducted by Glen Osser, a singing group, male and female vocalists (including tv personality Carole Bennett), audience participation and Mr. Anderson's chatter. George McGarrett who has tv shows to his credit, will produce the radio program, marking his reentry into the medium. The show will be sold to advertisers in five-minute segments.

CBS' Karol noted that "a recent mailing piece we turned out summarizes as well as anything the reason for the continuing upswing in network radio. This piece, describing the importance of repeated impressions upon large numbers of people, ended with the single statement, 'For frequency you need and can afford . . . the CBS Radio Network.'

"The need for this type of advertising has never been greater than today when financial report after financial report points up expanding dollar sales accompanied by static or declining profits. Our network has been able, uniquely, to offer advertisers not only multiple impressions on large audiences but impressions which have greater advertising value through programs which people turn to by choice and listen to with great attention."

CBS Radio is announcing today (Monday) that it has contracted during the past week for more than three-quarters of a million dollars in new business. Boni Ami purchased five "Impact" segments per week for

STATIONS SEE PROFIT INCREASE

RADIO stations in general are having a good year, with a majority expecting to take in more money and increase their profits in 1957.

Fully 60% of radio stations expect their total revenue to be higher than was the case last year, according to an industrywide survey conducted by NARTB, while 28% look for no change from 1956 revenue and 12% anticipate a decline in 1957.

The survey shows that 53% of stations expect to increase their profits this year, with 35% expecting no change and 12% figuring their profit margins will be squeezed.

Stations in smaller markets are not enjoying as much of the revenue expansion as those in areas having larger population, the NARTB figures show. This is due mainly to the fact that the increase in national spot advertising is concentrated in larger markets.

A typical (median) 1957 radio station expects to take in $102,800 in 1957, with expenses running $91,300. This leaves a profit of $11,500 before taxes.

Last year a typical radio station had revenue of $99,800, expenses of $89,500 and profit of $10,300. In 1955 the typical station had revenue of $99,000, expenses of $88,300 and a profit of $10,700.

Using percentages, a nationwide increase of 3% is expected in 1957 total revenue (time sales plus incidental broadcast revenue minus agency and rep commissions and payments to networks for sale of time as compared to 1956). Total expenses are expected to be up 2%.

The typical radio station expects a better profit margin, 11.2% (before taxes), in 1957 compared to 10.3% in 1956 and 10.8% in 1955.

The typical television station, on the other hand, expects a 17.7% profit margin in 1957, NARTB found in a parallel video study [B•T, July 29].

Taking a look into the typical radio station's source of income, NARTB found that local advertisers supplied about 87 cents of the income dollar, national and regional advertisers 13 cents and networks less than one cent.

The breakdown of the expense dollar shows general-administrative accounted for 38 cents, programming 33 cents, sales 16 cents and technical 13 cents.

NARTB's survey is based on usable returns supplied by 900 stations, a 33% sample. Both NARTB member and non-member stations are included. The maximum number of stations that could have returned usable questionnaires was 2,710. The study did not include network-owned stations, noncommercial facilities, stations operating in U. S. territories and those not on the air during the entire 1956 calendar year. The networks also were excluded.

Figures showing operations at a typical station are median figures—that is, the middle point of all stations, with 50% of stations above the median or typical station and 50% below. In addition, the full NARTB compilation provides middle 50% figures, excluding the highest 25% and the lowest

THE TYPICAL RADIO STATION IN 1956

Its revenue was $99,800
Its time sales were $99,600
Its expenses were $89,500
Its profit was $10,300

OF ITS TIME SALES

$100 came from networks
$12,700 came from national and regional advertisers
$86,800 came from local advertisers

OF ITS EXPENSES

$11,400 went into technical
$29,600 went into programs
$14,300 went into selling
$34,200 went into general and administrative

three weeks beginning Aug. 4. The purchase, through Ruthrauff & Ryan, includes segments of *Suspense, Indictment, Yours Truly, Johnny Dollar, The Mitch Miller Show* and *FBI in Peace and War.*

General Mills bought 20 five-minute "Impact" segments for each of three consecutive weekends, beginning Aug. 31. The purchase, for Wheaties, was arranged through Knox-Reeves, Minneapolis.

Singer Sewing Machine Co. agreed to sponsor a weekly quarter-hour simulcast of *Arthur Godfrey Time,* with an extra quarter-hour of radio only every fourth week. The 26-week deal, effective Oct. 7, was arranged through Young & Rubicam.

Armour & Co., Chicago, also bought a day and a quarter of *Godfrey,* effective Sept. 26. The Armour buy, a 52-week deal, was through Foote, Cone & Belding.

McCall's magazine contracted for two "Impact" segments on Aug. 1 and Aug. 3. The Aug. 1 sponsorship is for the *Robert Q. Lewis Show,* while the Aug. 3 buy is for a segment of the Galen Drake show. The contract was arranged through Donahue & Coe Inc.

MBS' Mr. Roberts told B•T: "I don't take over as active working president of the Mutual Network until Wednesday. However, let me point this out: We wouldn't have bought MBS unless we wholeheartedly believed it to be a good investment. I have already said that our philosophy will be that 'what's good for Mutual's member stations is good for the network.' This is a proved philosophy for newspaper syndicates. And syndicate directors who have abided by that maxim have been most successful.

"I believe that programming for a network where all stations enjoy equal membership is exactly the same as smart handling of a nationwide syndicate.

"Radio's basic products are public and station services plus creativity. We already provide both services. Our challenge is the creation of fundamental programming ideas suitable for national rather than regional usage. We're not going to be hide-bound by old-fashioned restrictions nurtured through a quarter-century of network development, traditions outdated today. We're going to prove to national advertisers that Mutual by far is the best radio buy in America. Our goal is simple: It is to make Mutual the network of stations enjoying ultimate respect from both listeners and advertisers."

TYPICAL PERCENT CHANGES IN RADIO REVENUE AND EXPENSE, 1956 to 1957
(Station Estimates)

	Total Revenue[a]	Total Expense	Time Sales from: Networks (national network affiliates only)	Time Sales from: National & Regional Advertisers	Time Sales from: Local Advertisers
Nationwide	+3.0%	+2.0%	0.0%	+ 5.6%	+2.0%
Market size[b] (population)					
2.5 million or more	+6.3	+6.5	—	+ 9.7	+7.1
1-2.5 million	+3.9	+1.2	—10.9	+ 9.8	+3.1
500,000-1 million	+6.3	+1.0	— 0.1	+ 5.4	+3.6
250,000-500,000	+6.0	+0.9	0.0	+10.2	+4.0
100,000-250,000	+4.8	+0.4	0.0	+ 7.2	+2.8
50,000-100,000	+3.4	0.0	+ 3.2	+ 5.0	+3.9
25,000-50,000	+4.0	0.0	+ 2.0	+ 2.9	+2.7
10,000-25,000	+2.4	0.0	0.0	+ 3.4	+1.9
less than 10,000	+2.8	0.0	— 1.9	+ 6.1	+1.5

[a] Time sales plus incidental broadcast revenue agency and rep. commissions and payments to networks for sale of time.

[b] Population figures for standard metropolitan county areas were used for all cities falling within such an area. The population figures are as of Jan. 1, 1955 and may be found in Sales Management's *Survey of Buying Power* (May 10, 1955).

25% of the stations. Dollar yardstick figures are given for revenue and size-of-market groupings.

The 1957 estimates of station income and expense are based on trends during the winter and early spring months of the year.

NARTB found that the proportion of total time sales derived from networks would have been much larger if only those stations affiliated with national networks had been considered. The low network time sales figure also is due to the use of medians, since about half the stations in the sample were independents.

In markets over 100,000 population, local time sales accounted for roughly 60 to 75 cents of the total time sales dollar. This compares to 87 cents for the typical nationwide station. National and regional business accounted for 20 to 40 cents of the revenue dollar in the larger markets compared to the nationwide figure of 13 cents.

On a percentage basis, network time sales in 1957 are expected to show little change from 1956 but national-regional business is expected to go up 5.6% and local 2%.

The increase in total radio station revenue is greater as the size of the market increases. Stations in markets under 25,000 population estimate a 2.5% increase in total revenue in 1957 compared to more than 5% expected by broadcasters in markets over 250,000.

NARTB found that the variation in profit margins by market size is much less in radio than in television. The typical station in markets over 500,000 population had revenue of slightly over $300,000 while the typical station in markets of less than 10,000 grossed about $65,000.

The survey was conducted by the NARTB Employer-Employe Relations Dept. with the aid of the Research Dept.

CHICAGO BANK BOOMS WITH RADIO

A RELATIVELY new bank in Chicago's sky-scraping Prudential Bldg. has been using radio effectively to impress listeners that it keeps customers' hours, not bankers' hours.

Edward Damstra, president of Mid-America National Bank, credits radio—and a catchy "Eight-Thirty Bank" slogan—with much of its rapid growth and progress since it opened its doors last September. Today, it claims a steady increase in business and an estimated $25 million in resources—thanks, primarily, to the aural medium.

Mid-America started—and has remained—in radio on a modest basis since last January. Mr. Damstra and his board of directors enthusiastically accepted a recommendation by its agency, Calkins & Holden, Chicago, to place heavy emphasis on radio advertising—and to adopt a novel approach: banking hours from 8:30 a.m. to 4 p.m. (General banking services are pretty much taken for granted by the public, the agency pointed out; why not early banking hours?)

Since January 1957, Mid-America has sponsored a daily five-minute newscast (7:25 a.m.) on WMAQ and a limited spot schedule on WGN and WIND, all Chicago. Total time sponsored: 30 minutes per week. Total expenditures the first six months: slightly over $25,000, with a projected annual budget of $50,000-$55,000.

The Mid-America account is handled at Calkins & Holden by George B. Bogart, vice president and manager of the agency's Chicago office.

When the bank opened Sept. 6, 1956, a majority of personal and commercial accounts naturally came from Prudential Building tenants and surrounding areas. But since it has been using radio, Mr. Damstra points out, "We have an increasing number of accounts from areas all over the city." Mr. Damstra says: 'We believe radio has been largely responsible for bringing these new customers to the bank." He cites the WMAQ newscasts with John Holtman as bringing particularly "gratifying" results, reaching prospects at their breakfast tables or in their cars on the way to work.

Houbigant Perfume Sets 40-City Color Tv Series

A NATIONAL perfumer will test color tv on a spot basis next spring.

The perfumer is Houbigant Sales Corp., New York, which via tv will try to sniff out sales in 40 markets. The Houbigant plan is significant primarily for two reasons:

1. A print advertiser (though it has some spot radio), Houbigant will use tv for the first time in its history.
2. It is going into color tv on a spot basis, presenting both a product and a program that are most suitable for colorcasting.

Houbigant will sponsor for 13 weeks in about 40 markets starting next spring a weekly quarter-hour color tv film series. Entitled *How to Arrange Flowers* and created by its agency, Ellington & Co., New York, they will be produced by MGM-TV beginning this month at its Culver City (Calif.) studios. MGM-TV also will produce tv commercials to be used with the filmed program.

The Ellington agency will begin its buying for the campaign next month. Current plans call for placement of the program for showing in color wherever facilities and sets are available in the proposed markets. The advertiser wants to purchase availabilities in daytime periods.

At Houbigant's headquarters, Robert G. Spencer, advertising director, said his company is going into tv because the company believes "it's a good medium; it pays off." The company's commercials on the programs will be for three fragrances, Quelque Fleurs, Chantilly and Flatterie.

The films will be built around lecturer J. Gregory Conway, considered to be one of the foremost floral artists and who has authored a number of books on flower arrangement. In the past year, Mr. Conway has been on tour of the U. S. for Houbigant, making lecture appearances and has been interviewed as a guest on tv shows. It was the interest Mr. Conway kindled on tv that gave Houbigant the idea for a regular tv series. J. Burke Crotty, executive producer at Ellington and head of the agency's tv production activities, will supervise production of the series.

Along with the tv campaign, Houbigant will run its regular print and merchandising schedules. It is promoting a new liquid skin sachet in about 40 cities using one-minute radio spots featuring columnist Dorothy Kilgallen and Pierre Harang, vice president in charge of sales at Houbigant.

Houbigant is an old-timer in the toiletries field. It was established in Paris in 1775. The perfumer expanded to the U. S., importing its product early in the Twentieth Century. Houbigant now has national distribution, claiming to be in just about every important U. S. market.

Bates Promotes Midgeley, Severn

CHARLES E. (Ned) Midgeley Jr., manager of the media department of Ted Bates Inc., has been elected a vice president, and Donald W. Severn, manager of media relations, has been elected assistant vice president, it was announced last week by William H. Kearns, president. Mr. Midgeley has been with the agency since 1950 and before that was with CBS nine years as sales service manager. Previously he had been manager of the radio department at BBDO. Mr. Severn, manager of media relations, joined the agency in 1956 and before that was manager of station relations for Biow Co.

BALLANTINE ALE DEVELOPS A PERSONALITY

THE COOING and chirping heard at the Newark, N. J., headquarters of P. Ballantine & Sons last spring was not from doves and sparrows but a group of tv fans whose letters add up as an ode to an ale sponsor.

Since Ballantine primarily brews beer—that's where the brewer's biggest share of sales is—this voluntary response to a set of commercials for ale was pleasant albeit surprising to Ballantine, as it was to Ballantine's agency, William Esty Co., New York.

Even the traditional needling letter was accompanied by an olive branch. For example, a Dover, Mass., viewer asserted there were some products he wouldn't buy in any event "because of the obnoxious nature of their advertising." The olive branch was extended, however, because Ballantine apparently "must have fixed your advertising agent recently and I congratulate you. The new 'brewer's gold' line is quite amazing." The letter concluded with the needle: "Now the only reason I don't drink Ballantine is that I don't like its taste."

A more restrained but also favorable viewpoint from Forest Hills in Queens (New York City): "I have heard the song advertising Ballantine ale many times. It is called 'brewer's gold,' and I think that it is a fabulous song." This fan wanted a recording. A "compliment" from a Lynnfield Centre, Mass., woman was on Ballantine's "wonderful tv show of those delightful puppets." This, she said, was "a subject of much discussion among my friends."

That was in April. May's mail packet contained some more bouquets. Two letters came from Maine. A woman in Downal noted that she and her husband "like everyone else, hate television commercials," but they found the brewer's gold puppets "as seen on *Highway Patrol* delightful and charming. . . . Thank you for something new and entertaining." A more cynical Portland viewer said a certain tv commercial for a drug product "drives me away from buying," but Ballantine's puppet commercials were interesting and it "seems good to see" them.

To an advertiser, fan mail is welcome in any season but nothing speaks more sweetly than sales. As yet, the new ale spot campaign (19 markets in the Ballantine territory that takes in the East Coast as far west as Pittsburgh) is too new for a "valid measure of the effectiveness," according to Esty's client. But the agency already has detected the unusual.

Says Joe Forest, vice president in charge of tv at the agency: "Reports are in of customers who ask for 'that brewer's gold.' They don't even bother to mention Ballantine ale." How else but traceable to the tv spots—an indication that not only ale but a tv commercial campaign can mean brewer's "gold"?

To a brewer whose three-ring trademark and brand name are established in beer advertising, any campaign that markedly distinguishes between Ballantine's beer and ale is welcome. As Esty knew in January, the client needed new, different and entertaining commercials, commercials that also would give individual personality to ale.

For entertainment, Mr. Forest early in January ordered animation and film production at Joop Geesink's "Dollywood" studios at Amsterdam, Holland. Mr. Geesink is a puppeteer who skillfully mixes artistry with showmanship. For the new in the ale campaign, William Esty concentrated on the "brewer's gold" approach, keying these words into all the musical jingles.

Wrap-up of the commercials was the critical test, for here the agency and client would stress the "different." By blending puppet-making skill, themed jingles and an unusual animation technique, the Geesink-Esty combination came up with a "different" formula: an odd assortment of characters, 10½ inches high, and made up of cutthroats, cutlass wielders and seedy prospectors. These pirates, sailing captain and crew, gold miners and Klondike frontiersmen (all transporting brewer's gold) have been carrying the sponsor's message to viewers of

baseball games and *Highway Patrol* in various Ballantine markets.

It took about 10-12 weeks for the commercials to be turned out, about the same amount of time (and at about the same cost) that it would take for full animation by any animation studio in the U. S.

The timetable: Campaign theme and technique were formulated at Esty early in January and storyboards and soundtracks were made that month. By the third week in January, Mr. Geesink was working on sets from sketches. In February, the layout and shooting had begun with Mr. Forest on hand (he spent two weeks at the Amsterdam studios). The 10-12 weeks of production began upon Mr. Geesink's receipt of the soundtrack. The commercials were in Esty's hands and on the air in April.

The little actors are made of wood, wire, cloth, rubber and plastic. At "Dollywood," wood sculptors made the heads; rubber plastics were poured into molds for arms and fingers. All parts are movable and the puppets (each costs more than $100) are clothed in complete garments. Guns, sabers, boots and even ale bottles and drinking glasses are individually made and scaled with exactness to the original.

Created especially for the commercials was a band of pirates, a crew of sailors and a team of gold miners, complete with donkeys and their "burden" of golden hops. The heaving deck of a pirate ship and the limitless expanse of the western plains were captured in miniature sets not much larger than the top of an average office desk.

Mr. Geesink worked with Mr. Forest in creating individual puppets and scenery and then filmed them by animated stop-action photography, synchronizing the animation to the jingles. Each one-minute commercial required 1,260 separate still pictures (that is, exposures) in the stop-motion process (90 feet of film with 14 frames per foot).

Why did Esty travel to Dollywood rather than Hollywood? The agency notes that mention of Europe for production of a tv commercial may create an image of big cost and unnecessary sophistication. This is not true, the agency explains, because production and travel can cost about the same as a U. S. commercial job and the quality of the Geesink puppet animation alone is worth the effort.

What will Ballantine obtain from its rollicking puppeteers?

- They have repetitive value. The commercials (four one-minute films) can be seen in sequence in a market, then repeated as long as the client and agency believe they continue to do the job.
- They have a theme. Each jingle and animated sequence fits into an overall line: the brewer bringing the "finest of hops" (brewer's gold) to the consumer.
- They furnish entertainment. The puppets, which don't have the jerky movements common to their brethren manipulated by strings, are easy to watch and reminiscent of the adventure storybook.

Brewer's gold? Who thought it up? Brewers, themselves, who have used the term for some time to describe the selection of certain hops for use in the ale brewing process.

NOT TO BE OPENED UNTIL OCTOBER '57

EDSEL's agency, Foote, Cone & Belding, took some of the wraps off security—but not its new automobile (see above)—by releasing the first photographic reports of its Hollywood film tv commercial project last week.

For over four weeks agency and film executives have been supervising production of the first Edsel commercials to be shown on the Bing Crosby-Frank Sinatra CBS-TV spectacular next October and in spot campaigns. The commercials were shot in and around Hollywood with the tightest of security restrictions [B•T, July 1].

Until the new medium-priced Edsel is unveiled, Ford Motor Co. has maintained a strict policy not to reveal its features. Cascade Films Studio, Hollywood, was engaged because of its past work for the Atomic Energy Commission and the U. S. Army's guided missile program.

This was the procedure followed: special armed guards were placed around the set in the studio and only special Edsel authorized personnel were permitted access to the area (center, actress Carol Lyn gets her badge before entering lot). The Edsels were shrouded in a corner of the set and every night all film was locked in a vault; all unsuitable film was destroyed. Actors and actresses were interviewed for 50-plus roles, but never told the name of the product or sponsor. Those selected were given special memorandums and told not to mention features or body style of the car with which they were to be photographed.

Edsels were shifted to various sites in and around Hollywood, with vans guarded by special Los Angeles police. Residential blocks were sealed off. The Edsel was given the full treatment: kept inside vans during rehearsals, with a Ford as a stand-in, and rolled out for actual shooting.

Security was maintained —at a price. Curious camera-carrying youngsters mobbed the curbs in Beverly Hills and started taking their own pictures. Their film was confiscated but they were compensated—prices rose from $2 to $4.50 during the day.

Supervising the project was Homer Heck, broadcast supervisor, Foote, Cone & Belding, Chicago. Other agency staffers included John Libberton, Don Williams, Bob Eck and Bruce Miller. Eldon Fox, Edsel advertising manager, and Malcolm Lowther, assistant advertising manager, represented the sponsor.

After the project was completed, the Edsel vans headed for Detroit and two agency executives, with brown film cases stamped "secret," boarded a plane for the same city, with Edsel's first tv commercials in hand.

Kemper NBC-TV Buy Indicates Casualty Insurance Tv Interest

INSURANCE companies may be showing an increased interest in network tv for promoting casualty (as distinguished from life) benefits, judging by Kemper Insurance Co.'s purchase of *NBC Football Scoreboard* this fall and by other indications.

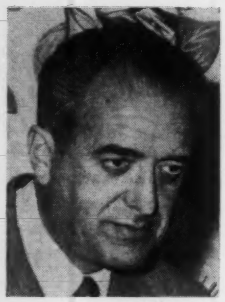
Kemper bought the post-game roundup following NCAA football telecasts on NBC-TV from Sept. 21 to Dec. 7 and plans to pitch its copy at consumer and industrial prospects for casualty insurance. The copy approach will be directed at male viewers, considered prospects in sports telecasts, and industrial potentials. Agency for Kemper is John W. Shaw Adv., Chicago.

An agency executive pointed out only two insurance companies were advertising casualty insurance in 1954 and 1955, and the number of sponsors reached four last year. (Among users in 1956 were State Farm Mutual, which spent an estimated $1 million on Red Barber sportscasts and Allstate Insurance, with a more modest sum on NCAA football preview telecasts, he noted.) In buying network tv, he added, Kemper turned from conventional business papers to television.

Kemper bought the NBC-TV football package because the company felt it was an "economical buy in terms of low cost per-1,000," it was reported, and because Kemper was gratified with results from its sponsorship of the National Invitational Basketball telecasts on CBS-TV last spring.

Parkson Adv. Formed By Kletter Principals

FORMATION of Parkson Adv. Agency by the principals of Edward Kletter Assoc., New York, was announced last Monday. The new agency will have the $10 million Pharmaceuticals Inc. account, formerly handled by Kletter, as its nucleus and expects to add the estimated $2 million J. B. Williams Co. account.



MR. KLETTER

Parkson Adv. began functioning as an agency Thursday. Edward Kletter, who headed the Kletter organization, is president; Franklin Bruck, executive vice president and chairman of the plans board, and Florence Shapin, secretary-treasurer. Mr. Bruck was president of Franklin Bruck Adv. (now known as Heineman, Kleinfeld, Shaw & Joseph) until last January when he sold out his interest and became associated with Mr. Kletter.

Mr. Bruck said Pharmaceuticals Inc. is "substantially" in television but could not provide a percentage breakdown immediately. He said the Williams account's shift to the agency is "not firmed up yet." It apparently is contingent upon the purchase of that company by Pharmaceuticals Inc. The companies currently are in negotiation but Williams requires the approval of its stockholders.

The Williams Co. account currently is divided between J. Walter Thompson Co. (Williams shaving preparations, Skol, Kreml hair tonic) and Doherty, Clifford, Steers & Shenfield (Conti products). These products are advertised substantially on radio-tv.

The future of Kletter Assoc. was not clear. Its billings came overwhelmingly from the Pharmaceuticals account. Though Mr. Bruck said "corporate details" at Kletter "are being worked out," inquiry at that agency left the impression that a number of its personnel will move to Parkson. No information as to the future operation of Kletter Assoc. could be obtained.

Parkson Adv. has established offices at 400 Park Ave., New York 22. Telephone is Plaza 1-6400.

NRDGA Survey Finds Opinions Diverse on Tv Effectiveness

RESULTS of a survey conducted by the National Retail Dry Goods Assn. among its member department and specialty stores indicate there is a diversity of opinion among stores as to the effectiveness of the medium for them.

The number of stores canvassed by NRDGA was not divulged, although the sample was said to be a representative one. NRDGA did not provide a breakdown of the number of stores that found tv useful or, on the other hand, inadequate but supplied comments that indicated reaction was mixed. Some stores labeled tv costs "too high" and the medium "time-consuming," but some others found television "excellent" for demonstrating fashions or other merchandise. Several reported tv had assisted in making immediate sales.

The survey showed that stores using tv relied mainly on saturation spot announcements for special events (26.3%), followed by general women's shows (14%), feature films (8%) and shopping and fashion shows (5.3%). Slightly more than 73% of the shows were live.

The survey found that 51.3% of stores responding expect immediate sales results as their principal television objective, while 48.7% advertised for institutional prestige. Some 10.5% reported they would increase their tv budgets in the future; 50% would continue their present budgets; 2.6% would decrease them and 36.9% were uncertain. From the comments of respondents, it was apparent many of the stores were new (or relatively new) to tv and still were experimenting with the medium.

"STEVERINO" (l) and friend take a break before going on-camera for a commercial. The six-month-old greyhound puppy, nicknamed after her tv cohort, has appeared on NBC-TV's *Steve Allen Show* since April as part of Greyhound Corp. commercials. No small measure of fame has followed —requests for autographed pictures, personal appearances, fan mail—and Steverino will be crowned Queen of National Dog Week in September.

The pup was placed through her agency (and Greyhound's), Grey Adv., N. Y. Grey executives feel Steverino adds warmth and memorability to commercials about Greyhound bus travel and have insured this new star in the tv firmament for $300,000 with Lloyd's of London.

NRI Expansion Plan Finds Favor—Nielsen

A. C. NIELSEN CO. reported "uniformly favorable" advertiser-agency reaction to announced plans Wednesday for expansion of its national Nielsen Radio Index services to clients effective next month.

The index will be supplemented regularly with additional information on total number of different homes reached, number of times and total number of delivered commercial minutes and cumulative data for advertisers sponsoring more than one program period—on a network-by-network basis—for each four-week period.

In announcing the expanded service, Henry Rahmel, executive vice president and general manager of Nielsen's broadcast division, noted efforts "to make our NRI reports reflect more completely the values of network radio" and felt inclusion of additional data on these dimensions would "significantly help advertisers and their agencies evaluate the medium in the context of current buying patterns." He stressed that such information heretofore had been available only "through special analysis."

Specifically, the new reports, to be issued on a regular basis to subscribers for each four-week period, would naturally be expected to enable national advertisers to better evaluate cumulative results of reaching the maximum number of homes through multiple segment time purchases on any given network.

Typical of this buying pattern was Ford Motor Co.'s recent $5.5 million package purchase on CBS Radio of morning, afternoon, evening and weekend segments now in the process of station clearance, with a Sept. 24 target date.

Referring to the radio networks as "among NRI's prime financial supports," Mr. Rahmel pointedly noted that "CBS Radio has already accepted the expanded service in principle, subject only to legal review," while the "negotiations with the other networks are currently in process." Both ABN and NBC currently are re-appraising the radio ratings picture, with specific allusion to continuance of their NRI subscriptions, because of some dissatisfaction in certain measurement report areas and reports of Nielsen's plans to raise its rates [CLOSED CIRCUIT, July 1].

ABN's disenchantment has been confined largely to complaints that radio has been short-changed on out-of-homes audiences, but it's known that the Nielsen firm has been actively experimenting in this area for some weeks, along lines of its efforts some months ago.

Mr. Rahmel claimed that the national Nielsen Radio Index service, "because of its fixed sample, day-by-day, round-the-clock record of listening, is uniquely able to develop such data" and cited favorable response from advertiser-agency clients who were given a preview of the "specimen report." He emphasized that the present frequency of pocketpiece and complete reports, plus other essential data including "con-

89.4% Share of Audience*

low cost per 1000 homes in class G time

Channel 2	Jimmy Dean	Capt. Kangaroo	CBS and Local News and Weather	
			7:45-8:00 a.m.	8:45-9:00 a.m.
television homes per broadcast**	136,500	151,200	129,100	146,600
4-week cumulative total different homes**	464,100	436,200	407,300	421,000
number of times program is seen in each home during 4-week cumulative	5.9	6.9	6.3	7.0

*7.00 to 9.00 a.m., source: Nielsen NSI Report, May

**highest quarter-hour in program

Jimmy Dean Show
Monday through Friday
7:00-7:45 a.m.

Captain Kangaroo
Monday through Friday
8:00-8:45 a.m.

Richard Hottelet
Monday through Friday
7:45-7:55 a.m.
8:45-9:00 a.m.

Allen Hedgecock
local news and weather
Monday through Friday
7:55-8:00 a.m.

CBS

In Maryland, most people watch **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

eighth in a series of 12 ads

LEO

DETERMINATION

...and twelve months out of every year stations under the sign of MEEKER benefit by:

DETERMINATION developed through the years that no Meeker station shall ever be "swallowed whole" in a mushrooming list.

Our "personalized selling" demands intimate knowledge of station and market as well as advertiser problems. This concept precludes "wholesale" lists.

the meeker company, inc.

radio and television station representatives

new york chicago san francisco los angeles philadelphia

tinued reporting of radio audience composition and auto-radio usage," would remain unchanged.

Included among NRI client responses were observations that (1) "sponsor-network cumulative audience measurements are especially realistic in paralleling today's shifting pattern of network radio placements"; (2) such a service "for all sponsored network radio programs is a step that is in tune with the way radio is bought and sold today"; (3) data on cumulative audiences will enhance the "value" of NRI ratings reports; (4) it fulfills the need for knowing "total radio effort" of an advertiser on a continuing basis and for evaluating "the effort by individual products," and (5) that the new format provides "an up-to-date means of evaluating network radio on a competitive basis."

American Assn. of Railroads Considering Tv Network Show

THE nation's railroads, off the air since the NBC *Railroad Hour* radio program was dropped in 1953, would like to return to broadcasting with a tv network series, according to William T. Faricy, board chairman and executive officer of the Assn. of American Railroads. Answering a query last Tuesday as he assumed his new post, Mr. Faricy said the main problem has been to find a suitable program.

"I was very proud of the *Railroad Hour*," Mr. Faricy said. "Measured by all tests it was brilliantly successful. We dropped the program at its crest, our board feeling that radio was dropping. We are very seriously considering television. If we come up with the right kind of program, my own recommendation would be to go ahead. The railroads should have the best there is and not experiment."

Daniel P. Loomis, chairman of the Assn. of Western Railways, succeeded Mr. Faricy as president. The AAR chairmanship is a new post. Mr. Faricy had been AAR president for 10 years.

Clorox Okays P&G Acquisition

FORMAL approval for a stock exchange to give Procter & Gamble Co. acquisition of Clorox Chemical Co. has been given by Clorox stockholders meeting in Oakland, Calif. P&G gets substantially all Clorox properties and assets. The basis of the stock exchange is 8½ shares of P&G common for each 10 shares of Clorox capital stock. Clorox Chemical will change its name to Clorox Co.

MJ&A Makes Pontiac Changes

ENLARGED supervisory responsibilities in the management staff of the Pontiac Motor Division (General Motors) account of MacManus, John & Adams, Bloomfield Hills, Mich., and New York, were announced last week by MJ&A President Ernest A. Jones. The changes, effective immediately: Hovey Hagerman, senior vice president and Pontiac account executive, becomes account supervisor charged with supervision of all account activities and reporting directly to Mr. Jones; James H. Graham, assistant account executive, becomes account executive, and Colin H. John, account manager, becomes associate account executive. Pontiac plans a substantially increased broadcast budget next season [B•T, May 27].

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,818,000 people in the U. S. over 12 years of age during the week July 21-27. This is how they spent their time:*

55.9%	(68,737,000) spent	1,098.6 million hours	WATCHING TELEVISION
58.1%	(71,442,000) spent	1,118.2 million hours	LISTENING TO RADIO
81.2%	(99,847,000) spent	401.5 million hours	READING NEWSPAPERS
29.9%	(86,766,000) spent	168.7 million hours	READING MAGAZINES
24.6%	(30,249,000) spent	398.1 million hours	WATCHING MOVIES ON TV
41.6%	(51,115,000) spent	214.7 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, **from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.**

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

Revlon Adds Warwick & Legler

REVLON Inc., New York, has appointed Warwick & Legler, New York, to handle advertising for three new and unidentified products to be introduced this fall on its regular air and print schedule. Warwick & Legler is the fifth agency on Revlon, sharing the account with Emil Mogul Co., C. J. LaRoche, Dowd, Redfield & Johnston and BBDO, all New York.

Reach, McClinton-Drake Agreement

REACH, McClinton & Co., New York, appointed advertising and public relations agency for the southwestern home office of the Prudential Insurance Co. of America effective Sept. 1, has retained the Drake Agency, Houston, to represent it in the Southwest, according to Reach, McClinton. Under this arrangement Drake will serve Prudential's southwest office as an office of Reach, McClinton. The New York agency, which handles Prudential's national advertising as well as regional campaigns in Los Angeles, Minneapolis, Chicago and Newark, N. J., has a similar arrangement for Prudential's south-central home office, with Bacon, Hartman & Vollbrecht, St. Augustine, Fla.

MORE TV NEWS

TELEVISION coverage in the *New York Journal American* has been expanded to two full pages daily. Jack O'Brien's daily column will continue and the new spread will feature a detailed program guide and capsule summaries of daily shows. The opposite page will include tv feature stories and radio highlights.

Humphrey, Alley & Richards Issues Book for Tv Advertiser

H. B. Humphrey, Alley & Richards Inc. has completed a new book entitled *An Introduction to Commercial Television Advertising*, primarily for its tv clients.

The book is designed as a primer for the inexperienced tv advertiser as well as a guide to the initiated. "Many advertisers still think of tv as too costly for any but king-size budgets," Ransom P. Dunnell, the agency's vice president of tv and radio, explained. "We believe our new book shows how the medium can be used most efficiently by both small and large advertisers."

Various case histories of national and local campaigns are reviewed with reasons analyzed for their success or failure. Additional copies have been printed and will be made available to qualified advertisers.

Sylvania Sets 'McCoys' Promotion

SYLVANIA Electric Products Inc. has scheduled some 50 open houses this month to acquaint its dealers and distributors with *The Real McCoys* (Thurs. 8:30-9 p.m.), ABC-TV film series to debut under Sylvania sponsorship Oct. 3. Reviews utilize copies of the pilot film. Arrangements for the screenings are being made by Terry Cunningham, director of advertising for Sylvania, and J. Walter Thompson Co., Sylvania agency.

Chicago Ad Group Sets Clinics

MEDIA and the advertising manager's role have been added as categories to the agenda of workshop clinics to be sponsored by the Chicago Federated Adv. Club starting Sept. 16.

Broadcast Advertising Club of Chicago, American Marketing Assn., Advertising Executives Club and other associations will take part in programming various sessions during the nine-week clinic. Women's Advertising Club will be co-host.

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

GOURMET'S CHOICE • Orange juice, eggs and stock market quotations are turning out to be a palatable combination for Pacific Coast investors—and for McDonald, Holman & Co., New York investment banking firm. The investment house sponsors what it believes to be the first regular telecast of New York stock market reports via the CBS-TV Pacific Network program, *Panorama Pacific*.

Early risers get the opening quotations at 7:35 a.m.; the second shift at breakfast gets an 8:35 a.m. update of stock movements and the 11 o'clock (EDT), Dow-Jones averages. Reports are teletyped to CBS' Hollywood studio directly from the McDonald, Holman office.

Mail response and telephone inquiries have been unusually high; housewives as well as businessmen have responded. Reaction has been so favorable that the show, which was on a trial basis, will be continued indefinitely, the investment firm said.

CASE HISTORIES • A husband-and-wife team and their midnight-to-dawn *Ballroom of the Stars* add up to a productive combination for advertisers on WSAN Allentown, Pa. The Lehigh Lumber Co., Allentown, with a spot schedule costing $260, reported gross sales of $13,500 directly traceable to ads on the show. Esso dealers in the area—realizing responses from their participation in 36 hourly newscasts weekly—have increased their participation, while a local shoe chain has reported returns from advertising of specific items. Program personalities behind these results are John and Nancy Ashworth.

TRUE TO ITS WORD • *Cash on the Line*, a film and telephone quiz program on KYW-TV Cleveland, has meant just that for Hough Bakeries. The firm gives KYW-TV 100% credit for a 242% return on sales of bakery products. Normal weekly sales of a single item run to about 3,000; five announcements for a Hough coffee cake by *Cash's* host Joe Finan sold 7,250 items. The program is seen in the 9-10 a.m. slot, Mon.-Fri.

CHANGE OF HEART • A self-admitted skeptic about radio advertising has been convinced by WBZ Boston. Milt Swanson, proprietor of the Wayside Country Store on the Boston Post Road, had seen business drop off when the adjoining hotel, the Wayside Inn, burned. Mr. Swanson had never been interested in radio for his business, but realized he had to reach the public quickly to let summer travelers know the store was still open. He picked WBZ because of its coverage; results—tourists from Canada, New York and Connecticut came out of their way to visit the store. Mention of an item on WBZ brought specific results: a year's supply of Pine soap was sold out in one week, three months' stock of licorice was sold in two days. When a second store was opened in June, the advertiser had no skepticism about radio's efficacy and reported that by the end of July the new business already had done twice its anticipated volume.

SUMMER PUNCH • A program and a premium were combined to give real impetus to a summer campaign on KPHO-TV Phoenix for Delaware Punch syrup, a soft drink mix. The program: *It's Wallace?* locally-originated children's show. The premium: a punch bowl set offer for the best children's letters telling why their mothers should win. A band from the syrup bottle was required with each letter.

The advertiser spent $900 for one 60-second announcement each day for six weeks. Score for the premium: over 40 letters a day. Score for the program: Syrup sales for the six-week period were triple those for the same period last year.

MERRY GO-ROUND • A short ride on *Carousel* led to a round of profits for a small laundry business in Calgary, Alta. A CHCT-TV Calgary salesman sold Ron's Cleaners six one-minute spots on *Carousel*, a spot participation program built around full-length movies. The show is heavily merchandised, furnishing advertisers display flags and entry blanks for a riddle contest (winners get cash, give-away merchandise). Car cards, newspaper and trade press advertising promote the show itself.

The spots for Ron's Cleaners ran once a week; after the first few, people were stopping delivery trucks on the street to ask for *Carousel* entry blanks. Store traffic and business increased. On one day, the owner found $1,000 worth of cleaning waiting when he opened the store.

When the contract terminated, the advertiser could not renew, stating that his firm was too small for much advertising. But he proved himself a satisfied customer—by taking the salesman to four other businesses, where his enthusiasm helped get four contracts signed for a spin on *Carousel*.

AGENCY researchers and timebuyers were presented with this graphic visual presentation in New York last week designed to demonstrate the Shenandoah Valley and adjacent area coverage provided by WSVA-TV Harrisonburg, Va. A standard U. S. Army relief map, measuring 5 ft. by 5 ft. and equipped with pilot lamps representing the towers and signal strengths of stations in Richmond, Washington, Roanoke and Harrisonburg, was used in the demonstration. Hosts to the agency guests (more than 100 in two days) and newsmen on Thursday were Hamilton Shea, president of the station; David C. Moore, president of Transcontinent Television Corp., joint owner of the station with Mr. Shea, and Lloyd Griffin, vice president and director of tv for Peters, Griffin, Woodward, WSVA-TV's national representative. Above (l to r): Mr. Griffin; Warren Braun, chief engineer of WSVA-TV, who designed and constructed the display; Paul Hiromura, assistant to the associate media director, Benton & Bowles, and Mr. Moore.

PLAN AHEAD
PLAN AHEAD
PLAN AHEAD
PLAN AHEAD
MORRIS H. JAFFE
RADIO-TV TIME CONTRACT CHART
NBC SPOT SALES
JUNE MAY APR MAR FEB JAN DEC NOV OCT SEPT AUG JULY JUNE MAY APR MAR FEB JAN DEC NOV OCT SEPT AUG JULY
START
PULL
PULL
Representing America's Foremost Radio and TV Stations (SEE COMPLETE LISTING ON REVERSE SIDE)

Plan ahead...for Fall, Winter, Spring and Summer with NBC Spot Sales quick reference aids!

Neat tricks—these handy aids to plot your future in Spot broadcasting. Take, for example, the 1957-58 Radio-TV Time Contract Chart shown above. At a glance it gives you the exact expiration dates of time contracts, no matter when they begin or how long they run. It's the newest of a number of helpful, time-saving aids produced by NBC Spot Sales, all available to you FREE! Others include: The Radio-TV Spot Estimator, The Daylight Savings Time Chart and the 5-Year Calendar. Any or all of them are yours on request.

And while you're making plans for Fall, Winter, Spring and Summer, call in your NBC Spot Salesman . . . a good man to see *anytime.*

NBC SPOT SALES

Giving the seasons their full due is "Advertising's Miss 1957," selected during "Inside Advertising Week." Her name is Glory Ickes, TV Department, J. M. Mathes Agency. *(Fur by Harold J. Rubin)*

Helene Curtis to Hear Presentations by Agencies

HELENE CURTIS Industries, Chicago, which pulled some of its cosmetic business out of the Earle Ludgin & Co. shop the past fortnight, is expected to begin hearing agency presentations this week.

Curtis dropped Ludgin for Stopette deodorant, Spray Net hair spray and Lentheric men's line products Oct. 1, with estimated broadcast billings of $3.3 million, and overall expenditures in excess of $4 million [B•T, July 29].

Groundwork for selection of a new agency —or agencies—was laid last week in a series of conferences under supervision of George M. Factor, vice president in charge of advertising, and Jack K. Lipson, advertising manager. Principals discussed the basis for setting up presentation hearings.

The agency situation—and its involvement with the Federal Trade Commission over a complaint of false tv advertising (see separate story)—caught Curtis in organizational switches. It has been functioning without a public relations department since the resignation of Troy Knowles as public relations director.

Tuck School Mails New Query

THE fourth in a series of questionnaires on advertiser-agency-media relationships was mailed last week to advertising managers, presidents of companies that advertise and agency presidents, by Profs. Albert W. Frey and Kenneth R. Davis of the Amos Tuck School of Business Administration, Dartmouth College. [B•T, June 17, 3]. The latest questionnaire seeks information from a sample of commissionable media in six fields—radio, television, general magazines, newspapers, business publications and farm publications, according to Prof. Frey. The survey is being made at the request of the Assn. of National Advertisers.

AGENCY APPOINTMENTS

Elgin National Watch Co., electronics division, Elgin, Ill., appoints Hal F. Corry Co., Dallas, Texas, to represent both its Advance relay and American Microphone lines in that state.

National Cordial Co., Chicago, appoints Critchfield & Co., same city, to handle advertising for Monastery brand products.

M. A. Bruden & Sons Inc., paint manufacturers, and **M. A. B. Paint Stores Inc.,** both Philadelphia, appoint Clements Co., same city.

C. Hager & Sons (builders and contract hardware), St. Louis, appoints Warner & Todd, same city, for its newly-acquired Target Products Div., which marks company's entrance into housewares and consumer fields.

Home Federal Savings & Loan Assn., San Diego, appoints Barnes Chase Co., same city.

A&A SHORTS

Mottl & Siteman, Beverly Hills, Calif., who recently moved to new quarters [B•T, July 29], announce new phone number: Olympia 2-5095.

Charles Bowes Adv., L. A., form agency operating committee which will be responsible for operating procedures and carrying out corporate policies and act as management advisers to president. Committee includes **Elnar Akerson,** secretary-treasurer; **Bennett Foster,** copy chief; **Don Foth,** executive art director; **Byron Reynolds,** S. F. manager, and **James F. Reynolds,** senior account supervisor.

Lawrence Kane Inc., N. Y., and **Artley Adv. Agency,** same city, have announced merger to form **Lawrence Kane & Artley Inc.,** with offices at 10 E. 52nd St.

Henry Gerstenkorn Co., joins forces with **Neale Adv. Assoc.,** L. A.

Agey Adv. Inc., Miami, has changed its name to **Southern Adv. Inc.**

NEW officers of the Hollywood Advertising Club gathering to plan for the coming organization year are (l to r) front: Frank Crane, KPOP Los Angeles, outgoing president; Vic Rowland, Capitol Records, president; Jack Brembeck, KABC-TV Los Angeles, first vice president. Rear: Felix Adams, KLAC Los Angeles, second vice president; Jerry Cahill, Hollywood Mat & Engraving, treasurer, and Phil Seitz, *Advertising Age,* vice president for public relations. Not present was Marge Crawford, Marge Crawford Public Relations, secretary.

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for June 26-July 2

Program	No. of Cities	% Tv Homes
1. *The $64,000 Question*	172	30.3
2. *Twenty-One*	143	30.0
3. *Ed Sullivan Show*	172	29.4
4. *Playhouse 90*	130	27.7
5. *Gunsmoke*	153	27.2
6. *Cavalcade of Sports*	170	26.9
7. *Goodyear Playhouse*	136	26.8
8. *Climax*	169	26.5
9. *Julius La Rosa*	153	26.3
10. *Kraft Theatre*	113	26.0

Program	No. of Cities	No. Tv Homes (000)
1. *The $64,000 Question*	172	10,304
2. *Ed Sullivan Show*	172	9,939
3. *Twenty-One*	143	9,493
4. *Cavalcade of Sports*	170	8,897
5. *Lawrence Welk*	193	8,869
6. *Gunsmoke*	153	8,751
7. *Julius La Rosa*	153	8,739
8. *Playhouse 90*	130	8,736
9. *Dragnet*	167	8,679
10. *Goodyear Playhouse*	136	8,555

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cavalcade of Sports (NBC-171): Gillette (Maxon), Fri. 10 p.m. to conclusion.

Climax (CBS-173): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Dragnet (NBC-167): Schick (Warwick & Legler), Liggett & Myers (M-E) alternating, Thurs. 8:30-9 p.m.

Goodyear Playhouse (NBC-115): Goodyear Tire & Rubber Co. (Y&R) Sun., 9-10 p.m.

Gunsmoke (CBS-162): Liggett & Myers (D-F-S), Remington Rand (Young & Rubicam), alternating, Sat. 10-10:30 p.m.

Kraft Television Theatre (NBC-117): Kraft Foods (JWT), Wed. 9-10 p.m.

Julius La Rosa (NBC-156): participating sponsors, Sat. 8-9 p.m.

Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Burnett), Thurs. 9:30-11 p.m.

$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p. m.

Ed Sullivan Show (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Twenty-One (NBC-144): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

Lawrence Welk (ABC-200): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.

From WHDH 50,000 WATTS—BOSTON
Congratulations...

To those stations selected
by Life Magazine for
inclusion in "Radio's New Riches"–
July 22, 1957 issue – and to all
other stations whose
imagination and showmanship
have created a new and
powerful era in radio.

WHDH is proud to have
its vitality recognized –
a vitality it intends to
continue injecting into all
its future operations.

WHDH

50,000 WATTS * BOSTON

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

As businesspaper readership continues to grow, so do sales opportunities for advertisers. Now, businessmen are investing $13,000,000 a year for 2,850,000 subscriptions to 160 specialized ABP member-papers. The fact is...

all good selling is specialized...and

nothing specializes

What's more—nothing specializes in Radio-TV

Witness B•T's 4,063 pages of business paper advertising in 1956—

"We have been a 52-page-a-year advertiser in B•T ever since WITH went on the air in 1940. Consistently, throughout those 17 years, B•T has done an outstanding job of selling our stations to agencies and advertisers."

TOM TINSLEY
President, WITH, Baltimore;
WLEE-WXEX, Richmond

AGENCY: Joseph Katz Company, Baltimore, Maryland

B•T has been the basic advertising medium on KPRC-TV schedules since we started service in 1949. We've used 26 pages each year, with most gratifying results—which is why we always renew!"

JACK HARRIS
Vice President & General Manager
KPRC (AM & TV), Houston

AGENCY: Aylin Advertising Agency, Houston, Texas

LOOK FOR THESE SYMBOLS: ABP / ABC

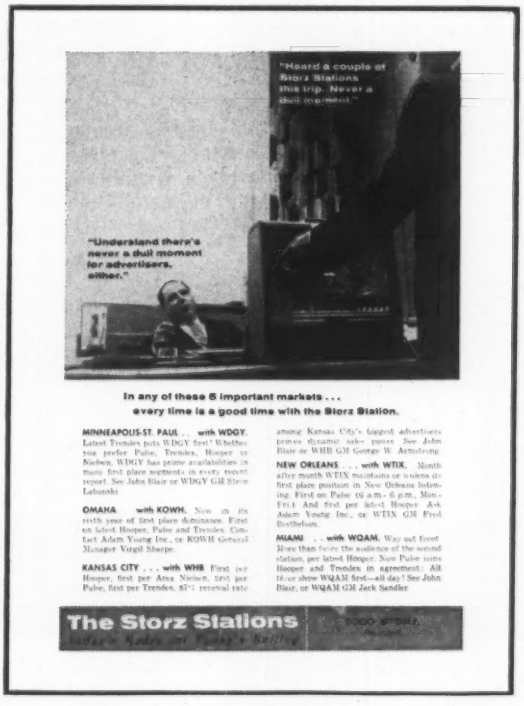
You will find them on all members of the Associated Business Publications . . . leading businesspapers, working together to give their readers—and their advertisers—more for their money.

. . . . YOU'LL FIND THEM BOTH on the masthead of BROADCASTING, the Business-weekly of Television and Radio—the ONLY publication in its field with ABC and ABP membership . . . and with more PAID circulation than all other Radio-TV business papers combined.

like the business press

results like BROADCASTING • TELECASTING!

more than the three next-best publications in the field *combined!*


"Heard a couple of Storz Stations this trip. Never a dull moment."
"Understand there's never a dull moment for advertisers, either."
In any of these 6 important markets . . . every time is a good time with the Storz Station.
MINNEAPOLIS-ST. PAUL . . with WDGY.
OMAHA . . with KOWH.
KANSAS CITY . . . with WHB
NEW ORLEANS . . . with WTIX.
MIAMI . . with WQAM.
The Storz Stations

"B•T gives us most effective coverage among agencies and advertisers. We know by experience that our ads are well-received by buyers who read it. That's why—for 8 years now—Storz Stations have been represented by a 52-page schedule in Broadcasting Magazine."

TODD STORZ
President, Storz Stations
Omaha, Nebr.

AGENCY: Henry J. Kaufman & Associates, Wash., D. C.

KRON is TV in SF
KRON TV
San Franciscans are sold on KRON-TV
GOLDEN GATE PLAYHOUSE
AVAILABLE
S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

"Yes! 'San Franciscans Are Sold on KRON-TV'. We can also say that KRON-TV is sold on B•T. We've been a regular B•T advertiser since 1949, and know that just about everybody in the business of buying reads and respects it!"

HAROLD P. SEE
General Manager, KRON-TV
San Francisco

AGENCY: Abbott Kimball Company, San Francisco, Cal.

founded in 1906

THE ASSOCIATED BUSINESS PUBLICATIONS

205 E. 42ND ST., NEW YORK 17 • 201 N. WELLS ST., CHICAGO 6 • 925 15TH ST., NW, WASHINGTON 5, D. C.

BUSINESS PAPER LEADERSHIP ABP

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

MERCURY'S MILLION • Mercury Div. of Ford Motor Co. will conduct special promotion drive in August known as "The Big M $30 Million Trade-In Parade," using radio spot schedule in top 40 markets and announcements on the Ed Sullivan CBS-TV show. In addition, Mercury's 3,100 dealers will utilize local tv and radio outlets as well as local newspapers. Mercury will spend more than $1 million for month according to George S. Coats, general marketing manager. Kenyon & Eckhardt, N. Y., is agency for Mercury.

SCHICK PLANS • Schick Inc., Lancaster., Pa., will spend about $4.5 million on national advertising campaign to promote new line of electric shavers between now and Christmas, it was announced last Thursday by Kenneth C. Gifford, board chairman and president. Budget will be used largely on network and spot television and consumer magazines. Through Benton & Bowles, Schick will advertise "Powershave" man's shaver, "Varsity" model for young men and two new Lady Schick models on NBC-TV's *Dragnet* and *Gisele Mackenzie Show*. It also will use tv spot commercials in 100 major markets.

DOUBLE DEBUT • Vano Co. (Duraplastic starch) and American Tobacco Co. (Pall Mall) have signed for co-sponsorship of *Harry Babbitt Show* (Mon.-Fri., 7:45-8 a.m. PDT), on CBS Radio Pacific Network. Vano sponsorship began July 22 on alternating basis on 26 stations; Pall Mall contract began July 29 on 22 stations. Each is for 13 weeks. Agencies: Garfield Adv. Inc., S. F. (Vano), and Sullivan, Stauffer, Colwell & Bayles, N. Y. (Pall Mall).

GENERAL SITUATION • General Foods Corp. has signed to sponsor CBS-TV's *The Danny Thomas Show* (Mon., 9-9:30 p.m. EDT), slated to premiere Oct. 7. Filmed situation comedy series is based on life of nightclub and entertainer and his family. Sheldon Leonard produces and directs; Louis F. Edelman is executive producer. Agency: Benton & Bowles, N. Y.

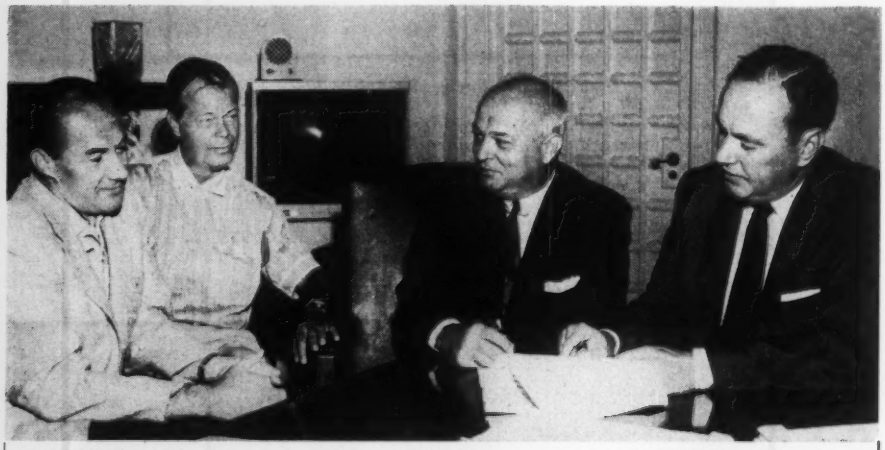
SOMETHING BREWING • G. Schmidt & Sons (brewery), Philadelphia, has renewed MCA-TV's *State Trooper* series in six eastern markets, starting January 1958. Agency: Al Paul Lefton Co., Philadelphia.

PIGSKIN FANS • Standard Oil Co. of Indiana has signed with WGN Chicago for coverage of all Chicago Bears' football games this fall, starting Aug. 30. Contract marks Standard's 12th year of Bears' sponsorship, fifth on WGN. Schedule calls for 12 regular, four per-season broadcasts. Agency: D'Arcy Adv. Co., St. Louis.

RE-ELECTED • Arizona Brewing Co. and Los Angeles Soap Co. have renewed sponsorship of *Sheriff of Cochise* tv film series produced by Desilu for National Telefilm Assoc. for second 52-week period starting in October. Arizona Brewing sponsors weekly half-hour series in nine markets; Los Angeles Soap will add nine to its present list to give it 38 for second year. Erwin, Wasey & Co., Los Angeles, is agency for both sponsors.

GOING PLACES • William Wrigley Co. (gum) to sponsor *Vacation Cruise*, new CBS Radio series, for four weeks starting Aug. 5, Mon.-Fri., 1:45-2 p.m. CDT. Program replaces Pat Buttran's *Just Entertainment*. Agency: Ruthrauff & Ryan Inc., Chicago.

PAINT NEWS • Glidden Co. (paints), Cleveland, will sponsor alternate week portion of *NBC News* (Mon.-Fri., 7:45-8 p.m.), starting Sept. 11, with exception of Dec. 4 and Dec. 18 programs. Agency: Meldrum & Fewsmith, Cleveland.



AFTER the commitment by Colgate-Palmolive to sponsor MGM-TV's filmed tv series, *The Thin Man*, in C-P's Friday, 9:30-10 p.m. period on NBC-TV next fall [B•T, July 15] comes the formal signing: (l to r) George Laboda, radio-tv director, C-P; Stuart Sherman, vice president in charge of marketing, C-P; James Douglass, executive vice president, Ted Bates Inc., New York, agency for Colgate-Palmolive, and Charles C. (Bud) Barry, vice president in charge of tv for Loew's Inc.

BUILDING BUSINESS • Construction industry, through its Producer's Council, is distributing new series of tv programs titled *Building America* in which stations can sell spots to local building suppliers, hardware stores and related advertisers. Many construction industry firms comprisin Producer's Council are radio-tv advertisers on their own. Series is offered through Public Service Network, Princeton, N. J. Council said 200 stations are expected to carry series.

SOUP, PARDNER • Campbell Soup Co., Camden, N. J., will sponsor *Colt .45* western series over ABC-TV (Fri., 10-10:30 p.m.), starting in October. Agency: BBDO, N. Y.

SECOND SIGNING • Quaker Oats Co., Chicago, has signed for alternate week sponsorship of new Jane Wyman film series on NBC-TV (Thurs., 10:30-11 p.m.), starting Sept. 26. Agency: Needham, Louis & Brorby, N. Y. Hazel Bishop signed previously as alternate.

GIANT DOZEN • WINS New York has signed to carry play-by-play accounts of all 12 New York Giant football games next season, according to H. G. Fearnhead, general manager, and John V. Mara, Giants' president.

GO, STOP & GO • Chattanooga Medicine Co. (medicinal syrups), Chattanooga, Tenn., understood preparing extensive national radio spot campaign to run 12 weeks starting in September, stop for five weeks, then resume for 20 weeks. Agency: Cohen & Aleshire Adv., N. Y.

SPOTS COMING • Creomulsion Co., Atlanta, will use animated commercials in national fall-winter tv spot campaign to be placed through Tucker Wayne & Co., Atlanta. Song Ads Inc., Hollywood, preparing two 1-minute and two 20-second commercials.

REGIONAL BUY • General Mills, Minneapolis, Sept. 2 starts sponsorship of two 1-minute participations weekly for 39 weeks on *Panorama Pacific* on 9-minute CBS Television Pacific Network hookup, to advertise Betty Crocker pancake and waffle mix. Dancer-Fitzgerald-Sample, N. Y., is agency.

COLUMBIA RECORDS PLANS SPOT • Columbia Records (Division of CBS Inc.), Bridgeport, Conn., starts radio-tv spot schedule early in September for approximately six weeks on CBS' owned and operated stations. McCann-Erickson, N. Y., is agency.

ROCK 'N' ROLL STRATEGY • Melville Shoe Corp., N. Y., for Thom McAn Snap-Jack shoes, will make bid for 16 and 17-year-o'ds via rock 'n' roll disc jockey shows in seven major markets for three week period starting Aug. 19. Ogilvy, Benson & Mather, N. Y., is agency.

...now in DETROIT!

"we always send a man to do a man's job"

NEW DETROIT OFFICE
1065 Penobscot Bldg.
Detroit 26, Mich.
WOodward 1-4148
Andrew M. Gent

RADIO H-R TELEVISION
TELEVISION INC.
REPRESENTATIVES, INC.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

416 Rio Grande Bldg.
Dallas, Texas
RIverside 2-5148

101 Marietta Street Bldg.
Atlanta, Georgia
JAckson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.

529 Pan American Bank Bldg
Miami, Florida
FRanklin 3-7753

1065 Penobscot Bldg.
Detroit 26, Mich.
WOodward 1-4148

Smart customer...

Trust MAMA to spend money wisely. Her newly syndicated series is helping advertisers across the nation get the most for their dollars. Nationwide Insurance Company has bought MAMA in 32 markets in a ten-state region, and a number of other major areas have been sold, but your market may still be available. If you're a smart customer, you'll place your order now for 26 half-hours of MAMA (16 are brand-new). Because, as Variety notes, "MAMA is burning up the syndicated track!"*

CBS Television Film Sales, Inc.

"...the best film programs for all stations"

**Here are three other typical press comments:*

HARRIET VAN HORNE, N. Y. WORLD-TELEGRAM & SUN: *"I wouldn't dream of going out and missing Mama. Here is television at the top of its form."*

BEN GROSS, N. Y. DAILY NEWS: *"Mama is one of the most entertaining series on television."*

TV GUIDE: *"Probably no other show in history has wormed its way more solidly into the affections of the viewing public."*

Audiences agree. Mama averaged first in her time period during a four-year run on CBS Television, with an average 45.3% Nielsen share of audience.

NBC-TV PLANS 100 '57-'58 SPECIALS

Sarnoff concedes selling season has been network's toughest

DETAILS of the heaviest schedule of special programs ever undertaken by NBC-TV were unveiled last week near the end of a selling season that NBC officials conceded to be the toughest the network had faced.

These developments—plans for at least 100 special shows and acknowledgement that sales are harder to land this season—came separately but were not entirely unrelated. NBC President Robert W. Sarnoff, speaking of the harder sell this year, thought it likely that the specials had "siphoned some money from regular nighttime network periods."

He said advertisers already had signed up for $40 million (gross billings) in the NBC-TV 1957-58 season's special programs, which will range "from Shakespeare to Picasso to Shirley Temple to Bob Hope to Vannevar Bush."

Robert E. Kintner, executive vice president for tv network programs and sales, reported that—aside from the specials—55% of NBC-TV's evening program lineup next fall will be new, the largest program change NBC-TV has ever made at one swoop.

NBC's acknowledgement that sales come harder this year was contained in a "letter to the radio-tv editor" which President Sarnoff puts out regularly to newsmen. This one, released Thursday, gave Mr. Sarnoff's views on the *New York Times* story of July 25, dealing with network tv selling problems, which had brought prompt protests and answers from CBS-TV, ABC-TV and TvB [B•T, July 29].

Taking an approach diametrically opposed to those who blasted the *Times* story, Mr. Sarnoff said "the facts in the article were correct"—that television is feeling the effects of "an inflationary and at times unsettled economy" just as other major businesses are. But he saw "no cause for hysteria" and repeated that he expected NBC-TV—and CBS-TV—to be "in a sold-out nighttime position when the fall season begins."

Mr. Sarnoff said, "No responsible television executive can look you in the eye and say this has not been a hard-sell season." He continued:

"Network salesmen have worn out more shoe leather this selling season than at any time within my memory. There are good reasons for this.

"One is that many large advertisers, caught in the inflationary squeeze between higher gross sales and lower net profits, have, with their agencies, adopted a more cautious attitude toward major advertising investments in all media.

"Another is that the same inflationary pressures working on sponsors have been working on the networks in terms of increased program costs. Another is that daytime tv and special programs have become increasingly attractive buys and this has probably siphoned some money from regular nighttime network periods.

Network Tv No 'Golden Goose'

"But the concept of network television as a golden goose business, the golden eggs flowing into its coffers in a placid and endless stream, is no more correct than the often repeated statement that the national tv audience is declining because of low program calibre. Television networking is a free-enterprise business of enormous complexity. A newspaper or magazine, if it fails to meet its projected advertising space budget, can curtail its number of pages. A television network, sold or unsold, must program its prime viewing hours. And it must alone underwrite the heavy costs of non-sponsored shows.

"Yet, there is surely no cause for hysteria because a few facts about unsponsored time and late selling find their way into print. We should be a mature enough medium to analyze our problems calmly without hitting out in 10 different directions.

NBC PRESIDENT SARNOFF

"The *Times* figures on unsold evening hours on all networks were to the best of my knowledge, correct. NBC could have attempted to counter these facts, I suppose, by pointing to a 100% increase in daytime sales over a year ago and by mentioning $40 million in orders for special programs. But that might have made even more obscure the central fact that the networks possess no magic immunity from problems common to all business in these unsettled times.

"Since the article appeared, we have finalized two important nighttime sales and I anticipate we will be in a sold-out nighttime position when the fall season begins. I am sure that CBS will be also. But the fact that our annual sales volume will be higher than a year ago does not in any sense lessen the need for realization of our true role as a part of the American business economy, accepting in equal measure the problems and the rewards of that economy. The *Times* article contributed to that realization."

Mr. Sarnoff did not identify the buyers in the "two important nighttime sales" completed by NBC-TV since the *Times* story appeared, but it was understood that the contracts involved alternate weeks of *Tic Tac Dough* (Thursday, 7:30-8 p.m.) and half of *Suspicion* (Mondays, 10-11 p.m.).

Details Spelled Out

Details of NBC-TV's 1957-58 special programming, spelled out at a news conference Monday, encompassed 14 different categories or series [CLOSED CIRCUIT, July 29]. The specials will range in length from half-hour to two hours and will represent about 117 hours of programming, a 21% increase in total broadcast time over last season, Mr. Sarnoff said.

The specials drawn up for the coming year are not only the most that NBC-TV has ever undertaken but the greatest number any

NBC-TV'S NIGHTTIME SCHEDULE FOR 1957-58*

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:30		Price Is Right	Panic	Wagon Train	Tic Tac Dough	Mark Saber	People Are Funny
8:00	Steve Allen Show				You Bet Your Life		
8:30							
9:00			Meet McGraw			Manhunt	
9:30			Bob Cummings Show		Tennessee Ernie Ford	Thin Man	
10:00		Suspicion	Californians			Cavalcade Of Sports	What's It For
10:30						Red Barber	Your Hit Parade

* Shaded blocks indicate periods which will be pre-empted from time to time for specials.

KTRH the Houston Chronicle Station

now represented by...

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives since 1932

KTRH first in HOUSTON

57 County-Area Pulse in and out of home—Spring—1957

- **first in the Morning**
  (23 out of 24 quarter hours—6 AM to Noon)
- **first in the Afternoon**
  (23 out of 24 quarter hours—Noon to 6 PM)
- **first at Night**
  (23 out of 24 quarter hours—6 PM to Midnight)
  (Mon.–Fri.)

NEW YORK	CHICAGO	DETROIT	ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
250 Park Avenue	2 Prudential Plaza	Penobscot Bldg.	Glenn Bldg.	406 W. Seventh St.	1750 North Vine St.	Russ Building
YUkon 6-7900	FRanklin 2-6373	WOodward 1-4255	MUrray 8-5667	EDison 6-3349	HOllywood 9-1688	SUtter 1-3798

network has ever presented, he asserted.

He said at least 26 specials, accounting for more than 35 hours, will be done in color.

"In our opinion," he reported, "the specials cover a broader range of viewer interest that in any previous year. . . . I can't imagine any adult or child in America who won't find something of interest in this schedule."

The specials have been scheduled, it was pointed out, so that no regular show will be pre-empted more than twice—a departure from NBC-TV's past practice of scheduling them at set times every fourth week.

The series will kick off Sept. 8 with a pickup on national tennis singles from Forest Hills from 2 to 5 p.m. Last special currently scheduled is one of a series of fairy tales featuring Shirley Temple, on Aug. 19, 1958, at 8-9 p.m.

Others in Between

In between, will be such series as *Hallmark Hall of Fame* (six shows, two starring Maurice Evans); anniversary shows (by Standard Oil, General Motors, and Texaco); Bell Telephone System science programs; Bob Hope shows; Jerry Lewis shows; *Omnibus* and *Wide Wide World* on alternating Sundays (with *WWW* changing format to do "in depth" studies); the NBC Opera; *Project 20; Conversations with Elder Wise Men;* programs from Las Vegas, and sports programs, among others.

Sports programming—including NCAA football games, the World Series, major fights, football bowl games, basketball, tennis and golf—will come to around 265 hours, 25% more than was on NBC-TV last year and the heaviest schedule on any one network, according to sports director Thomas S. Gallery.

It was noted that between Nov. 16 and Nov. 27 NBC-TV will carry eight specials filling 11 hours of network time: a 90-minute *Omnibus,* a one-hour Las Vegas musical revue-variety show, a two-hour all-star program in observance of General Motors' 50th anniversary, a *Hallmark Hall of Fame* production, *Project 20* program *The Innocent Year* (covering the years 1900-1914), a 90-minute *Wide Wide World,* a 90-minute musical version of *Pied Piper of Hamlin,* and a two-hour production of *Annie Get Your Gun* starring Mary Martin and John Raitt.

'Spectaculars' and 'Specials'

Mr. Sarnoff explained the difference between "spectaculars," a term NBC formerly used to designate major special productions, and "specials," the word now employed. "Specials," he said, has a much broader concept than "spectaculars." Where the latter originally was applied to 90-minute programs presented one week out of four, he noted, "we consider a special to be a half-hour, hour, 90-minute or two-hour show that is not broadcast in the week-in, week-out pattern of regular programs and that is, by its nature, different from standard network entertainment fare."

He said, "we exclude [from classification as specials] our regular news shows and such public affairs programs as *Meet The Press, American Forum, Youth Wants To Know,* and *Outlook.* We include *Wide Wide World* and *Omnibus* because of their alternate-week broadcasts and because of the completely different approach they plan for each individual show."

SIMPSON QUITS MBS; OTHERS TO DEPART

- **To leave: Puff, Poor, Campbell**
- **Final Mutual lineup not set**

WHEN MBS is turned over officially Wednesday to its new management it will be without the services of at least one of its executives—Brad Simpson, director of programming and assistant to the president.

It was confirmed Thursday that Mr. Simpson has left Mutual. While his future plans were not disclosed, he is understood to be slated for a position with another radio network.

Mr. Simpson, who has been associated with Mutual for the past two years, had submitted his resignation before the sale of Mutual by RKO Teleradio Pictures Inc. to a West Coast group [B•T, July 15, *et seq.*]. The new owners are slated to secure title on Wednesday.

Other executive changes are anticipated. While all the MBS officers have offered their resignations as a formality, it was not known how many of them will be accepted by the new management.

Definitely slated to leave, it was learned Thursday, is Richard J. Puff, a veteran of 16 years with Mutual and the network's vice president in charge of advertising, public relations and research. Mr. Puff, whose plans were not divulged, is expected to remain with the network until the new management becomes familiar with the operation.

In the changeover, other eventual departures: John B. Poor, president, who is slated to devote full time to his RKO Teleradio vice presidency, and similarly, Wendell B. Campbell, Mutual's vice president in charge of sales, who also is an RKO Teleradio vice president and is expected to switch to RKO duties full time.

As reported, Paul Roberts, station manager of KRKD-FM Los Angeles, and a principal among the group of new owners, will be president of the new operation. Bertram J. Hauser, former Mutual vice president, will serve as executive vice president. A. A. Schechter, former MBS news-special events vice president, and now head of the New York public relations firm bearing his name, is expected to continue in consultant role. In addition to Mr. Roberts, other principals in the groups of new owners are Armand Hammer, art dealer and president of Occidental Petroleum Corp., Los Angeles, and Roy Roberts of Ojai, Calif., a realtor and oil operator.

Mutual, meanwhile, reported last week that Kraft Foods, via Needham, Louis & Brorby, Chicago, has bought additional weekday and Saturday shows starting Aug. 19. Kraft already sponsors the *Kraft Five-Star*

TV NETWORKS' GROSS UP 6.9%

THE tv networks' gross time charges for the first six months of this year totaled more than $234.5 million, a gain of 6.9% over the same period last year, Publishers Information Bureau reported last week.

The three networks grossed 3.3% more in June than for that month in 1956: $39,517,137 compared to $38,242,635.

Each of the three networks increased its comparative June gross: CBS-TV by 2.3%, ABC-TV by 4.8% and NBC-TV by 3.9%. In the six months, gains per network were: CBS-TV, 9.6%; ABC-TV, 4.2%, and NBC-TV, 4.8%. CBS-TV's 6-month gross this year was almost exactly double that of ABC-TV, and about $17 million above NBC-TV's half-year total. During the six months, March was NBC-TV's top month, May for CBS-TV and ABC-TV.

Full PIB data follows:

Network Television

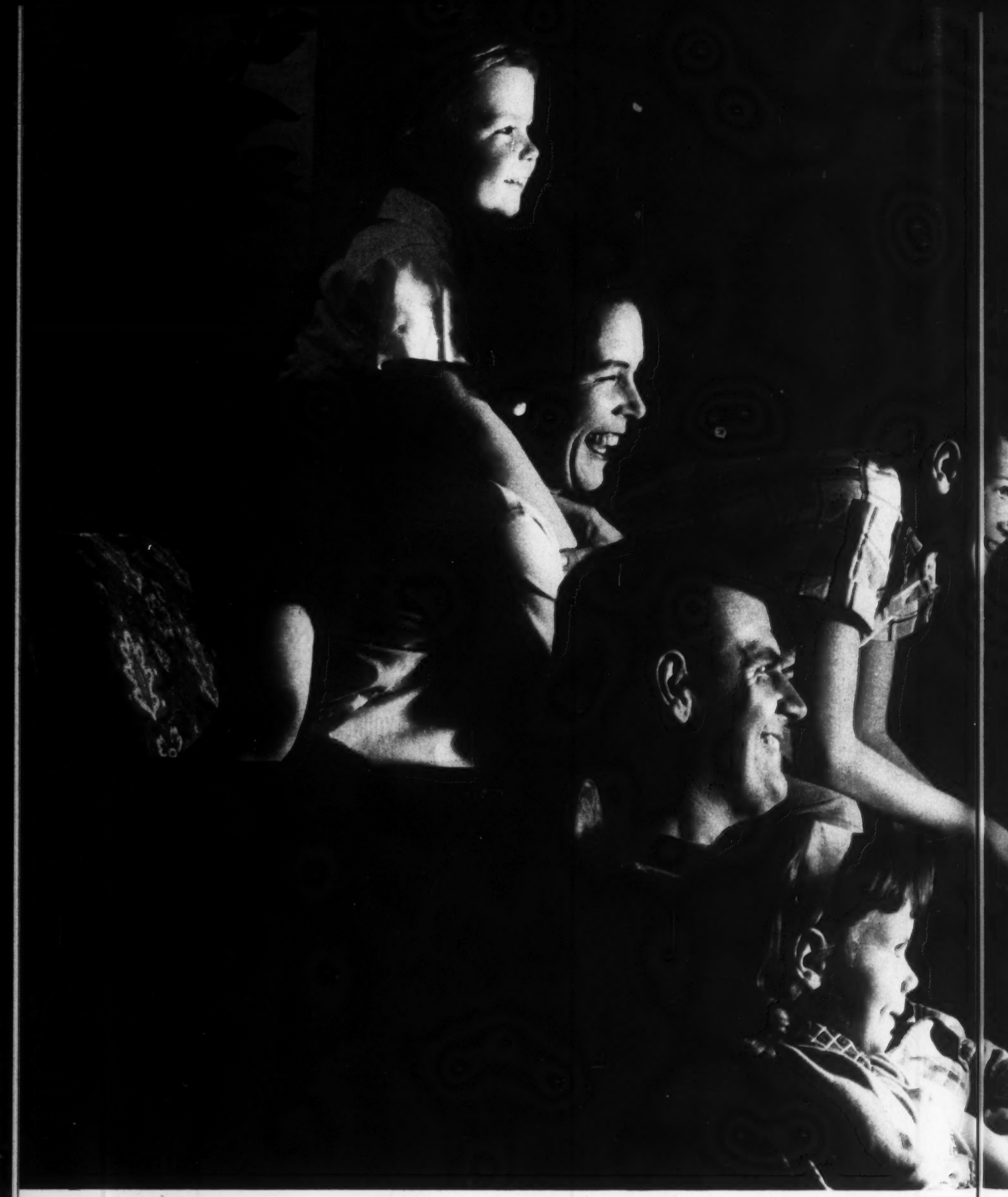
	June 1957	June 1956	% Change	Jan.-June 1957	Jan.-June 1956	% Change
ABC	$ 6,413,708	$ 6,119,917	+4.8	$ 40,095,218	$ 38,481,155	+4.2
CBS	18,356,892	17,935,789	+2.3	116,762,487	106,499,425	+9.6
NBC	14,746,537	14,186,929	+3.9	93,799,504	89,529,732	+4.8
Total	$39,517,137	$38,242,635	+3.3	$250,657,209	$234,510,312	+6.9

1957 Network Television Totals to Date

	ABC	CBS	NBC	Total
Jan.	$ 6,715,581	$ 20,231,474	$16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033*	43,377,602*
June	6,413,708	18,356,892	14,746,537	39,517,137
	$40,095,218	$116,762,487	$93,799,504	$250,657,209

* Revised as of July 29, 1957.

WEAU-TV
Eau Claire,
is NOW the
BIG CHEESE
in WISCONSIN
NOW . . . delivering you a market of more than a quarter-million TV viewers with our NEW maximum power and 1,000 foot tower.
SEE YOUR HOLLINGBERY MAN
DULUTH-SUPERIOR
SPOONER
WAUSAU
GREEN BAY
ST. PAUL
EAU CLAIRE
ROCHESTER
LA CROSSE
YOUR BONUS
COVERAGE: Twice the area previously covered.
MARKET: 100,000 more viewing, buying families
IMPACT: WEAU-TV's is a single-station market assuring you of saturation coverage.



Please look again at this photograph.

These six people are a real-life family — a man, his wife and their four children — and they are all doing the same thing, at the same time, completely happy together.

What's marvelous is that it gives you a true picture of family life in Columbus, Ohio, where parents and offspring think nothing of spending hours in the same room with each other.

It's because their favorite station, WBNS-TV, has a native sixth-sense for the type of entertainment and education that appeals to Central Ohio *families*. Its evening programs are masterpieces of showmanship, compounding marquee stars, CBS comedy and drama with such intense grassroots interests

as our own Columbus-born gorilla baby and the local civil war over daylight saving time. The people love it.

That's why Pulse reported that 163 of the 180 top family shows were on WBNS-TV. That's why time-buyers define the coverage of our 2 million population market in a 10-word capsule: "*If you want to be seen in Central Ohio — WBNS-TV.*"

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

Affiliated with The Columbus Dispatch, The Ohio State Journal and WBNS radio. Represented by Blair TV.

News series on the network. The new buys include a five-minute headline digest by MBS News Chief Robert F. Hurleigh (weekdays, starting at 11:30 a.m.) and a similar program featuring Westbrook Van Voorhis (starting at 5:30 p.m.). Effective Aug. 24, Kraft will sponsor news digests by Steve McCormick (8:30 a.m.) and by Floyd Mack (11:30 a.m.) on Saturdays.

Also last week, Mutual set aside its 10:05-10:30 p.m. weekday periods to present highlights of the Senate Racket Committee investigations in Washington. The network cut into regular musical programming with live pickups from the Senate hearing room as the situation warranted from time to time during the schedule.

Networks Get New Complaint On Civil Rights Coverage

THE radio and tv networks have received their second complaint that the "southern point of view" is not getting a fair break in coverage of the civil rights issue. Contained in the complaint, drafted by several southern leaders and signed by Sen. George A. Smathers (D-Fla.), was a "veiled" threat of possible public utility control of the networks.

Earlier, Sen. Richard Russell (D-Ga.), leader of the southern bloc, had charged the networks with a "campaign of deception" about the true effects of the civil rights bill [B•T, July 8].

Sen. Smathers letter was written under the letterhead of the Senate Commerce Committee, of which he is a member. It said, in part:

"As you are aware, some charges have been made recently that the networks are not granting equal treatment to contrasting viewpoints in the current civil rights controversy.

"In view of the efforts of some to extend a modified public utilities-type of control to the broadcasting industry, the implications of such charges are serious.

"I do not embrace the charges and I have come to no conclusion upon the issue of stricter regulation of the broadcasting industry. However, I believe it would be helpful if you gentlemen would submit the facts on the treatment that has been accorded the contending parties in the civil rights issue over your network news presentations and interview programs."

NBC Radio to Air Army Football

NBC Radio has been granted exclusive broadcast rights to the Army schedule of eight football games this fall, it has been announced by Col. Earl H. Blaik, director of athletics at West Point, and Tom S. Gallery, NBC sports director. NBC Radio plans to make half of each game available for local sale by stations and to offer the other half for national sponsorship.

KBS Readies Big Sales Drive In Bid for Additional Business

KEYSTONE Broadcasting System plans to launch an "intensive sales drive" shortly in a bid for new clients and affiliates, according to Sidney J. Wolf, KBS president. Full details will be announced this week.

He said KBS has received "several inquiries" from agencies on behalf of advertisers and from stations in the wake of the ownership change involving MBS. He added that some stations formerly affiliated with Mutual already have joined Keystone. Mr. Wolf said he expects to add other former MBS affiliates in the weeks ahead. The transcription network long has regarded itself as competitive with MBS, particularly in farm and small town coverage patterns. Keystone has added 48 affiliates in the past nine months and now claims a total of 964, with the prospect of 1,000 by fall, Mr. Wolf reported.

The expansion program to be announced this week also includes promotions in its top-level ranks, plus sales and advertising plans for the fall, with a strong agency campaign. KBS reported $3 million volume in 1956 and expects to surpass that figure this year, according to the announcement of Mr. Wolf.

Roberts Takes New CBS Inc. Post

ESTABLISHMENT of a new CBS Inc. budgeting services department and appointment of Reed M. Roberts Jr. as its director was announced Thursday by L. Byron Cherry, vice president, finance and management services. To assume his new post Aug. 12, Mr. Roberts has been senior associate with the management consulting firm of Cresap, McCormick & Padget three years. Prior to that he was assistant to the controller of Burroughs Corp.

KEEPING IN TRIM

IT'S usually the newsman who follows the news, but last week it began to look as if for CBS newsmen it was the other way around, with news following the newsmen, even on vacation. Among those jarred by the Mexico City earthquake of July 28 was Larry LeSueur, CBS News United Nations correspondent, who took time out from his vacation in the Mexican capital to record a phono-tape description of the scene for the network. A couple of days later, when there was a prison uprising at Deer Lodge, Mont., who was vacationing there but Al Downs, a news editor of the CBS Pacific Network bureau, who telephoned in a report of his own and later, after the riot was quelled, introduced the attorney general of Montana with a report on the settlement of the uprising.

'McCall's' Announces Opening Of 'Golden Mike' Competition

COMPETITION for the 1957 "Golden Mike" honors, "*McCall's* Awards to Women in Radio and Television," for distinguished public service, now is open to women broadcasters and executives in radio and tv, according to Otis L. Weise, editor and publisher of *McCall's* magazine. The competition, in its seventh consecutive year, is open to all women in radio or tv and associated with a public service program or project between October 1956 and October 1957.

Included in the presentation are three awards to broadcasters and three to executives in the following categories: Service to community in general, service to women and service to youth. In addition, a "top award" is presented to the "Outstanding Woman in Radio and Television" of the year.

The competition closes at midnight, Oct. 14. Winners will be announced in the May 1958 issue of *McCall's* and awards will be presented at the award dinner during the national convention of American Women in Radio and Television in San Francisco, April 27, 1958. Entry blanks are available from Frank Hogan, manager of public relations, McCall's, 230 Park Avenue, New York 17.

RTNDA Award Nominations Open

RECOMMENDATIONS from news directors and station managers for the Paul White Memorial Award, given annually by the Radio Television News Directors Assn. to the man who, in the organization's opinion, "has made the most significant contribution to radio and television journalism during the past year," should be sent no later than Sept. 1 to Prof. Baskett Mosse, Medill School of Journalism, Northwestern U., Evanston, Ill.

KAMQ Wins Bar Group Award

KAMQ Amarillo, Tex., and KAMQ News Director Bill Cox were named this year by the state bar association for its annual journalism award. The award is given each year to the radio station, tv station or newspaper contributing most to justice and keeping the public informed on law. This year the lawyers cited KAMQ's program, *The Editorial Page*, and the station's series on small loan rackets.

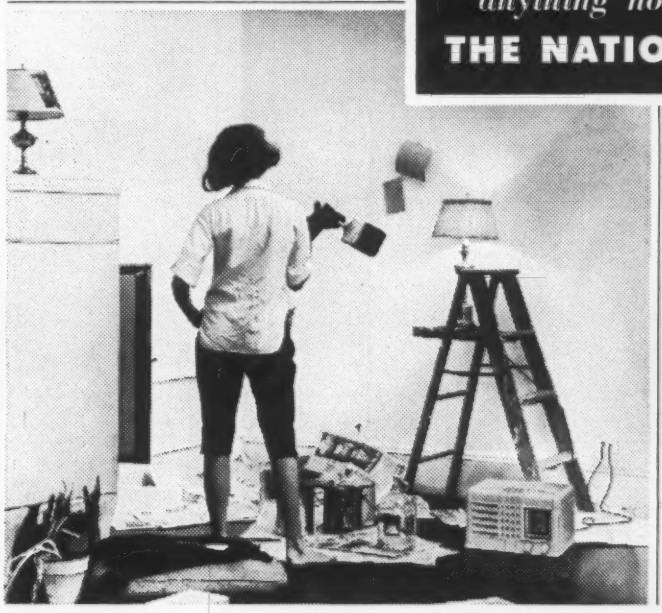
AWARD SHORTS

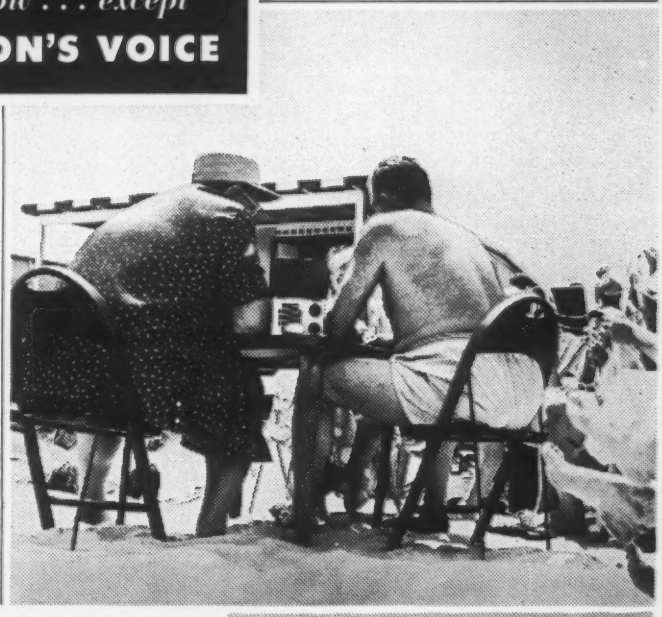
Franklin A. Tooke, general manager, WBZ-TV Boston, received American Heritage Foundation Award for station's "extensive 1956 'Get Out the Vote' campaign."

Edward E. Edgar, outdoor commentator, WTAR-TV Norfolk, Va., and WGH Norfolk, first place winner of Outdoor Writers Assn. of America-Johnson motors contest, established to stimulate broader public interest in outdoors. **Jim Thomas,** WKRC-TV Cincinnati, received honorable mention in tv division.

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

Who could sell them anything now . . . except
THE NATION'S VOICE





The new advertising strategy based on Politz research

Radio is the *constant, inseparable companion* of the American people. Radio—and only radio—follows your customers wherever they go, reaches them while they are doing other things.

This unique strength of radio develops a massive audience which alert advertisers are reaching with new efficiency through the advertising technique called the Nation's Voice.

Alfred Politz Research, in 5 separate major market studies, found that in each area one radio station stands out unmistakably as the leader. These select stations attract the largest audiences. They lead by very important margins in gaining the *confidence* and *respect* of the listeners they serve.

Among 3,000 stations now broadcasting, just 48 leading stations are needed to bring 85% of the U.S. population within your reach. That's why the selective technique of concentrating on this relatively small group of 48 leading stations is so efficient. That's why it's called the Nation's Voice.

The huge, immediate power of the Nation's Voice makes it the fastest, most flexible and economical of mass media. It is readily adaptable to any promotion, national or regional, without the gamble of long range commitments or costs that soar above budget.

Whether your appropriation is modest or multi-million, it's important to know about this new way of using radio's tremendous power. A brief presentation of the Nation's Voice is available through the Christal office nearest you.

POLITZ STUDIES SHOW EFFICIENCY AND ADVERTISING POWER OF LEADING RADIO STATIONS

One station in each of five major markets measured stands out clearly as the leader:

1. *It attracts the largest listening audience . . . on an average day by as much as 4 to 1 over the second station; up to 16 to 1 over the weakest.*
2. *Its programs are voted best in every one of 8 different categories.*
3. *Its service features are credited with being the most reliable and complete.*
4. *Its commercials are considered to be the most reliable.*
5. *It is relied upon and trusted . . . the one station people would tune to for information in an emergency.*

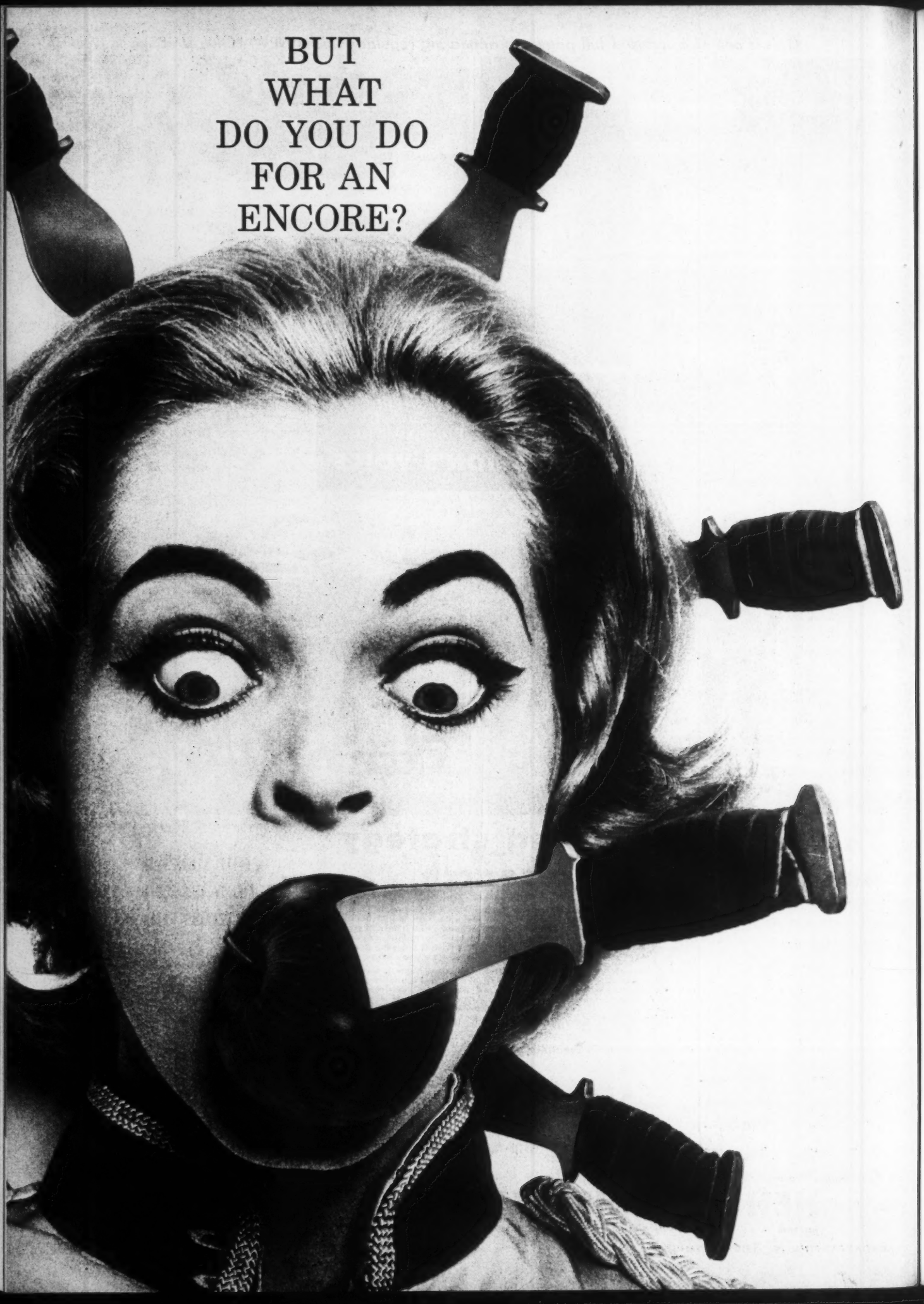
First on every list are these 17 Great Radio Stations

WBAL — Baltimore	**WAPI** — Birmingham		**WBEN** — Buffalo	**WGAR** — Cleveland
WJR — Detroit	**WTIC** — Hartford		**WDAF** — Kansas City	**KTHS** — Little Rock
KFI — Los Angeles	**WHAS** — Louisville		**WCKR** — Miami	**WTMJ** — Milwaukee
WHAM — Rochester	**WGY** — Schenectady	**KWKH** — Shreveport	**WSYR** — Syracuse	**WTAG** — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO


BUT
WHAT
DO YOU DO
FOR AN
ENCORE?

In show business, it's considered one of the tougher propositions. How, for instance, do you follow up a series like "The Silent Service?" Very simple. You produce "Boots and Saddles – the Story of the Fifth Cavalry." It's set in the 1870's, when Indians and Yankees played for keeps instead of pennants. It won't solve a single world problem. It will entertain.

NBC TELEVISION FILMS A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

NEW OFFICERS *were elected by Iowa Broadcasters Assn. at a meeting last Monday at Des Moines, with Kenneth S. Gordon, KDTH Dubuque, as new president. Shown (l to r) are Ben B. Sanders, KICD Spencer, NARTB 10th district director; Anthony J. Koelker, KMA Shenandoah, outgoing president; Mr. Gordon, and George Volger, KWPC Muscatine, new vice president. William White, KFJB Marshalltown, was elected secretary-treasurer.*

IOWANS ARGUE FORMATS, ELECT SLATE

ADVANTAGES of specialized, service programming and of music-and-news formats in radio were argued before the Iowa Broadcasters Assn. at its annual meeting in Des Moines last Monday.

New officers were elected at the one-day meeting in the Fort Des Moines Hotel, with Kenneth S. Gordon, general manager of KDTH Dubuque, succeeding Anthony J. Koelker, station manager of KMA Shenandoah, as president. Others elected were George J. Volger, partner-general manager, KWPC Muscatine, vice president, and William P. White, general manager of KFJB Marshalltown, secretary-treasurer. They succeed Gene Claussen, general manager, KXIC Iowa City, and Ernest C. Sanders, station manager, WOC Davenport, in those posts.

Vincent T. Wasilewski, NARTB government relations manager, reported that the state of radio and the overall industry is generally good and explained several NARTB projects, including a proposal to extend remote control to stations with over 10 kw and directional patterns.

The meeting was opened officially by Gov. Herschell Loveless of Iowa and also included as speakers Adam Reinemund, head of his own agency (Adam Reinemund Adv.), and Bill Kaland, executive for Westinghouse Broadcasting Co. stations.

Mr. Reinemund, formerly with Buchanan & Thomas agency in Omaha, stressed the value of farm, homemaker and other service programs to meet demand of specialized audiences. Mr. Kaland cited advantages of stations which use music-and-news formats. Third speaker was Lee Larson, manager of Northwestern Bell Telephone Co., who explained the relief broadcasters will obtain momentarily in connection with tariffs involving telephone recordings.

NARTB, AMA Set Conference On Radio-Tv Use in Health

A NATIONAL conference on ways of using local radio and tv in the health field will be held Nov. 7-8 at the Sheraton-Blackstone Hotel, Chicago. Joint sponsors are NARTB and the American Medical Assn. Key speakers will be NARTB President Harold E. Fellows and Dr. David B. Allman, AMA president.

The discussion session will be built around problems of taste and mutual obligations in public interest programming. Separate panel sessions will be based on size of community. These will take up financial, production, news, promotion, ethical and copy problems.

Bernsohn Named to Tv Week Task

A. W. BERNSOHN, executive vice president of National Appliance and Radio-Tv Dealers Assn. (NARDA), has been appointed chairman of the merchandising and promotion campaign for observance of National Television Week Sept. 8-14.

Mr. Bernsohn, who has been heading a manufacturing-retailing steering group, will coordinate activities as part of a followup merchandising period, "Television Fall Festival," with the slogan, "Be a NEW Tv Family," for efforts in behalf of manufacturers and dealers.

IRE Group Meets Sept. 27-28

THE seventh annual Professional Group on Broadcast Transmissions Systems of the Institute of Radio Engineers will hold a fall symposium Sept. 27-28 at the Willard Hotel, Washington. Tv film quality standards, circuits and new tube developments are included in the agenda. J. L. Berryhill, KRON-TV San Francisco, also will relate automation techniques for master control.

Hyde to Address SCBA

FCC COMR. ROSEL HYDE will address the annual dinner meeting of the Southern California Broadcasters Assn. Aug. 15 in Los Angeles. Officers for the coming year will be installed at this meeting.

Broadcast Salaries High, Commerce Department Reports

AVERAGE annual earnings for fulltime employes in radio and tv broadcasting are the second highest of all American industry, exceeded only by the salaries of security and commodity brokers, according to the *Survey of Current Business* published by the Dept. of Commerce.

The survey shows that fulltime broadcast employes received average pay of $6,584 in 1956 compared to $6,333 in 1955. The 1956 average of brokers, topping all business and service lines, is $7,765.

National income (wages and investments) derived from broadcast operations totaled $669 million in 1956 compared to $589 million in 1955, according to the survey. Broadcast industry employes were paid $518 million compared to $465 million in 1955. Of this 1956 income, $507 million came from wages and salaries compared to $456 million in 1955.

U. S. citizens spent $756 million for radio and tv repairs in 1956 compared to $664 million in 1955. They spent $2,442 million for radio-tv receivers, records and musical instruments in 1956 compared to $2,338 million in 1955. Motion picture theatres took in $1,298 million in 1956 compared to $1,286 million in 1955. The total U. S. recreation bill was $13,844 million in 1956 compared to $13,020 million in 1955.

Hanson Argues Free News Access In Address to Lawyer Groups

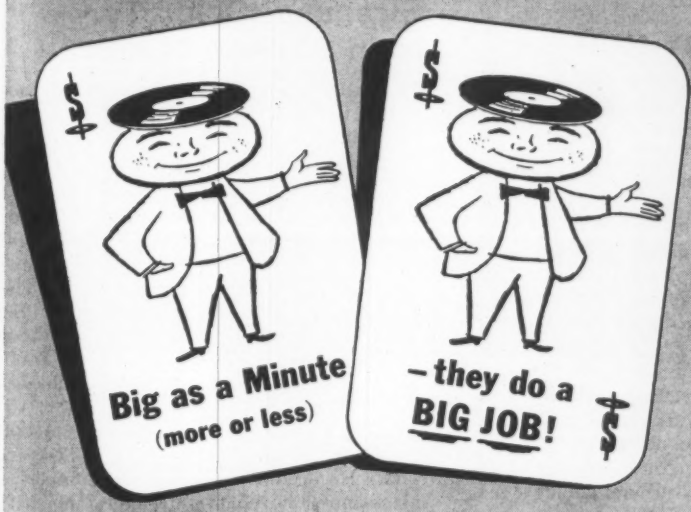
NEWSMEN should be given a chance to cover court trials properly, Elisha Hanson, general counsel of American Newspaper Publishers Assn., told a joint London session of British lawyers and the American Bar Assn. Mr. Hanson said newspapers, television, radio and newsreel keep the public informed about the administration of justice. He said suppression of information concerning judicial proceedings will destroy confidence in their fairness.

Joseph Ball, Long Beach, Calif., head of the State Bar of California, urged censure or disbarment of lawyers who discuss pending cases in newspapers or on radio or television. Charles Carr, former Los Angeles federal attorney, said it is hard to control publicity and obtain a fair trial when police and detectives tell how they captured criminals before trial has been held. Louis Waldman, New York attorney, said a change of venue (location) of a trial, which aided fair trials a half-century ago, no longer has this effect because radio and tv spread news instantaneously and everywhere.

TRADE ASSOCIATION SHORTS

Radio Adv. Bureau, N. Y., reports that 18 American and two foreign stations have become members within past month, bringing total membership to over 850 in this country and 28 foreign countries.

American Assn. of Advertising Agencies issues 1957 edition of its "Roster and Organization," listing 329 AAAA member agencies.



BIG NEW DEAL

on STANDARD'S

SHORTY TUNES

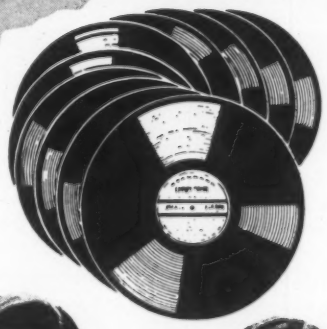
Hundreds of stations are already using "SHORTY TUNES" to program more commercials more profitably. Now we're offering them on a new basis that makes it easier-than-ever to "program-for-profit!"

10 Tunes – Big Bands – $5.00 per month –

10 sparkling tunes per month—5 top "pops" and 5 standards—in bright new complete arrangements.

Because *YOU* asked for it—"SHORTY TUNES" will be recorded only by our LARGER groups each month, the best BIG bands now recording for us and new ones, too.

That's *all* it costs—$5.00 per month—outright purchase—one year minimum, payable in advance.



You can't beat the VALUE!

Every month on a 12" vinylite, 33⅓, standard groove transcription, you receive 10 carefully selected tunes, freshly recorded, separated by spirals so that you may use them separately or continuously.

You can't beat the BANDS!

Like, for instance: David Carroll, Andy Powell, Jimmie Blade, Bobby Christian, Dan Belloc, Buddy Morrow, Les Brown and others as available.

CLIP THIS COUPON...*NOW!*

For first "New Deal" release: September, 1957.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Illinois

Standard Radio Transcription Services, Inc.
360 N. Michigan Ave., Chicago 1, Illinois

Enter our subscription to SHORTY TUNES on the basis checked. Check is enclosed.

☐ *One year starting with Sept., 1957, $60.00 per year.*
☐ *Trial subscription—current month's release, $5.00*

STATION _____ CITY & STATE _____

By: _____ TITLE _____
(Authorized Signature)

Manufacturers Defend Tv Sets at Inquest

MANUFACTURING representatives defended the tv set industry last week against strong implications that safety standards for metal-encased portable television receivers are less adequate than those for other home appliances.

The occasion was the inquest into the death of a suburban Chicago child. The death allegedly was caused by a General Electric portable tv set. The inquiry was conducted by Cook County Coroner Walter E. McCarron, and portable sets, including the one held responsible for the electrocution, were examined by a special 10-man jury of electrical specialists appointed by Mr. McCarron.

The jury last week was preparing its report, reportedly incorporating recommendations that additional safety standards be adopted to prevent recurrence of a similar tragedy. The inquest will be resumed after the jury submits its findings.

James Brothers, chairman of Electronics Industries Assn.'s (formerly RETMA) safety committee, testified at the inquest Tuesday that safety standards set for the industry are "entirely adequate to insure the safe use of television sets in the home." He added that tv receivers are "among the safest appliances in the home" and noted that "metal housings, long used for other electrical appliances, have been used successfully on television sets since the early days of the industry's development." Mr. Brothers offered his statement on behalf of EIA.

Earlier, Mertis E. Jones, design engineer for portable sets at General Electric Co., Syracuse, N. Y., claimed the set was safe until it was "dropped and damaged so that it became deadly." He noted General Electric has built more than a million sets with metal cabinets since World War II without any reported instance of death or injury.

Coroner McCarron held that the metal construction of the portable tv receiver was responsible for the electrocution July 14 of six-year-old Howard Erenstein and selected the 10-man "blue ribbon" jury to examine it at Underwriters Labs in Chicago Wednesday afternoon. The jury of electrical experts decided after Tuesday's testimony to examine the set before filing its verdict on circumstances of the death. It also studied portable models by other manufacturers.

Testimony was offered by Mrs. Pearl Erenstein, mother of the boy; a surgeon, and an electrical inspector, as well as by the EIA and GE representatives.

Underwriters Labs, New York, previously released findings a fortnight ago tending to show that GE's portable 17-inch portable tv sets are free of defects of the kind that caused the boy's death.

'Fortune' Spotlights RCA

"RCA Organizes for Profit" is the title of *Fortune* magazine's fourth installment in its series on "The Electronic Business." William B. Harris' article in *Fortune's* August issue profiles RCA's top-level executives and tells how they plan to recover the firm's $100 million investment in color tv.

Fortune describes the corporate challenges to John L. Burns, president; Frank Folsom, chairman of the board's executive committee; Theodore A. Smith, executive vice president, industrial electronics products, and Robert W. Sarnoff, president of NBC.

SAFETY SPOTS

POSSIBLY mindful of the six-year-old boy electrocuted by a General Electric portable tv set, Westinghouse Electric Supply Co. launched a short-term, public service spot campaign on WBBM Chicago after the city's worst flood. The firm bought 21 one-minute announcements direct, warning listeners not to use Westinghouse appliances damaged in the storm without having them checked by dealers. Spots were aired Aug. 19-20 after the company's switchboard started jamming up July 13 with telephone calls (some 4,200 in seven working days compared to normal traffic of 900-1,000 for a five-day period). Announcements suggested that if listeners couldn't get calls through, they keep trying and in any event not attempt to use appliances caught in the flood.

RCA Unit Issues Book Aimed At Servicemen for Color Tv

IN A MOVE to help spur the sale of color television sets by assisting dealers in the servicing of such receivers, the RCA electron tube division announced the company's new *Color Television Pict-O-Guide* has been published for the benefit of servicemen.

The 200-page book was explained last week before a news conference in New York by its author, John B. Meagher, RCA's lecturer on television servicing. He described the book as one containing "practical step-by-step instructions in the installation, adjustment and servicing of color tv receivers." Mr. Meagher said RCA's position is that if servicemen can be convinced color tv set servicing is "not the difficult, complex thing they think it is, they in turn can help sell sets by convincing customers their sets can be placed into working order without too much difficulty."

Mr. Meagher contended that servicing a color set is as simple as servicing a black-and-white set. The *Pict-O-Guide*, he added, is designed to show servicemen "this is true and no knowledge of complex mathematics and formulae is necessary." The book, he said, carries more than 100 illustrations in full color and pictures and graphs in black-and-white. The guide, Mr. Meagher said, should reach authorized RCA electron tube dealers by Aug. 1.

Siragusa: Color Tv Is in Cadillac Class

THE PRESENT market for color tv receivers is about the same as that for Cadillacs, Chrysler Imperials and Lincolns, Ross D. Siragusa, president of Admiral Corp., said Monday in Los Angeles.

Admiral again will have a line of color sets on the market this fall, with an all-glass, three-gun picture tube in place of the usual glass-and-metal tube, he said. The least expensive color set will retail for around $700, a rise of 15% to 20% from the present minimum of just under $600, but this will include installation charges and perhaps a 90-day service guarantee. Admiral plans to produce 100,000 to 150,000 color sets in the next year, Mr. Siragusa said. He declined to reveal the number of black-and-white receivers Admiral plans to manufacture this season, terming that "competitive information."

Admiral's 1958 tv set line, featuring the new 110-degree picture tube, and a new wireless remote control, Son-r, said to be the first such device offered for combination tv-radio-phono units, were demonstrated at the session. Son-r enables the user to turn on tv, adjust volume to four different levels, change stations, turn on the record changer, reject records, turn on the am and fm radios and turn off tv, radio and phonograph, all without leaving his chair.

Noting that the new 110-degree 21-inch picture tube is less than 15 inches deep, compared to nearly 23 inches for the old 70-degree tube, Mr. Siragusa predicted that the goal of a flat tube that can be hung on the wall as pictures are today will be realized in the next five to 10 years.

Mr. Siragusa revealed plans for manufacturing Admiral tv sets in Los Angeles, using the building occupied by Admiral Distributors, Los Angeles Div., at 6565 E. Washington Blvd. Previously, Admiral tv production has been concentrated in the company's Electronic City at Harvard, Ill.

The television-appliance industry is one of the most, if not the most, competitive industries in the nation today, Mr. Siragusa said, noting that the public has benefited from this competition. Where automobiles have risen in price in the last decade (he cited the Cadillac, whose list price rose from $2,891 in 1947 to $4,670 this year), tv set prices have declined, he pointed out, with today's 21-inch Admiral priced at under $200 in contrast to the $350 price of a 10-inch set in 1947.

Quoting similar price reductions for radio-phonograph combinations, refrigerators and ranges, although the television-appliance industry has been faced with the same increased cost of labor and materials as has the automotive industry, Mr. Siragusa said: "We've had to automate as much as possible, find production economics, eliminate waste and reduce distribution costs to remain competitive and give the public more for their money. Our industry should be proud of this achievement in the past decade."

"Jaxie" proudly announces . .

WFGA-TV

Jacksonville, Fla.

Becomes Basic **NBC**

SEPT. 1st

For A Service Area of 64 Florida - Georgia Counties

TV Sets	226,880 (1)
Population	1,511,300 (2)
Buying Power	$1,785,944,000 (2)
Retail Sales	$1,562,627,800 (2)

(1) Television Magazine, June, 1957.

(2) Sales Management Survey of Buying Power, 1957

WFGA-TV • Channel 12 • VHF

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.

FLORIDA'S COLORFUL STATION!

9.6 Million Radios Shipped In 1956, 1.2 Million Over '55

RADIO sets and radio-phono combinations shipped by factories to dealers in 1956 totaled 9.6 million units valued at $213 million, an increase from 8.4 million sets valued at $167 million in 1955, according to U. S. Census Bureau estimates. The figures cover home and portable radios.

Shipments of auto radios in 1956 totaled 4.9 million sets valued at $126 million compared to 6.8 million units valued at $172 million in 1955.

Tv shipments in 1956 totaled 7.4 million sets valued at $898 million compared to 7.7 million sets valued at $1,025 million in 1955, according to the Census Bureau. Of these tv sets, 4.5 million were table and portable models and 2.7 million were console-consolette models.

The Census Bureau survey shows 14,000 color sets shipped during 1956. This estimate is believed to include only a small portion of total color tv set shipments last year. Census Bureau questionnaires asking set information are not mandatory.

RCA, principal color set manufacturer, refused to comment on the census figures, but recalled that Brig. Gen. David Sarnoff, RCA board chairman, stated last December it had sold 102,000 color sets up to that date and most of the sales had been in 1956 [B•T, Dec. 31, 1956].

Radio figures show 2.4 million clock models shipped during 1956 compared to 2.2 million in 1955. Of total radio shipments, 353,000 sets had tuning facilities for the fm broadcast band compared to 253,000 fm sets in 1955.

Output of phonographs totaled 4.7 million in 1956 compared to 3.9 million in 1955. Record player attachments, including those with automatic changing devices, totaled 774,000 compared to 677,000 in 1955.

Collins, Baggs, Conley Given New Assignments at RCA Victor

THREE new appointments to key executive positions in the RCA Victor radio and "Victrola" division, Camden, were announced last week by James M. Toney, division vice president and general manager.

They are: L. J. Collins to general sales manager, sales department; A. R. Baggs to manager, merchandising, and R. E. Conley, to continue as manager, advertising and sales promotion, with increased responsibilities.

Mr. Collins, with RCA since 1951, has been sales manager, marketing department. Mr. Baggs, with the corporation since 1946, most recently was manager, product planning. Mr. Conley, who joined RCA in 1954 after 15 years in advertising and sales promotion for Hollingshead Corp., Camden, most recently was manager, advertising and sales promotion.

Westinghouse Electric Sales Up

SECOND quarter sales for Westinghouse Electric Co. totaled $505,253,000, up substantially over the same period last year ($380,731,000) when the company suffered a 156-day strike. Second quarter profit was $16,417,000 or 95 cents a share, compared to $6,862,000 or 38 cents a share for the period last year. Sales for the first six months of 1957 hit an all time high of $982,939,000 for that period with earnings totaling $30,615,000 or $1.77 a share compared with $11,713,000 lost the previous year's period.

Allen to Moderate Session At IRE Symposium in Fall

EDWARD W. ALLEN Jr., FCC chief engineer, will moderate the first morning session of the seventh annual professional group of the Institute of Radio Engineers at the group's fall symposium in the Willard Hotel, Washington, Sept. 27-28.

Included in the panel, with their subjects, are: Dr. Marvin Schorr, Technical Operations Inc., "Transistor Regulated Power Supply for Video Circuits"; Emil P. Vincent, ABC, "A Transistorized Intercom System"; A. A. McGee, General Electric Co., "Microphone Pre-Amp With AGC" (tentative), and K. B. Benson and J. R. Whittaker, CBS, "Tv Film Quality Standards."

The same evening, Raymond F. Guy, NBC, will be toastmaster for a banquet at which Edmund A. Laport, RCA, will discuss foreign broadcasting techniques with emphasis on the unfamiliar and humorous.

The next day, A. B. Chamberlain, CBS, will moderate the second morning session. Panel members and their topics include: J. H. Roe, S. L. Bendell, and K. Sadashige, all RCA, "Reduction of Image Retention in Image Orthicon Cameras"; F. S. Veith, also RCA, "Recent Developments in Tv Camera Tubes"; Ralph N. Harmon, Westinghouse Broadcasting Co., "Tv Transmitter Operational Practices"; James E. Barr, FCC, "Tv Transmitter Proof of Performance" (tentative), and F. W. Bailey, American Microwave Corp., "STL and Remote Pickup Experiences on 13,000 mc."

Phillip B. Laeser, WTMJ-TV Milwaukee, will moderate the afternoon meeting at which the following will be heard: Dr. George Town, "TASO Objectives and Progress"; Robert M. Morris and John Serafin, both ABC, "Progress Report on Video Test Signals During Vertical Blanking"; R. E. Fisk, General Electric, "A Simplified 5-Megawatt Antenna for the Uhf Broadcaster" (tentative), and J. L. Berryhill, KRON-TV San Francisco, "Automation Applied to Tv Master Control and Film Room."

On the same panel, D. A. Peterson, A. Earl Cullum, and J. G. Rountree, all consulting engineers, will discuss "Directional Antenna Maintenance."

GE Moves Parts Sales Offices

SALES offices of General Electric electronic parts will be moved in August from Schenectady to Owensboro, Ky., headquarters for the entire electronic components division, according to John T. Thompson, manager of distributor sales for GE electronic components. "The needs of the parts distribution industry can best be filled by a centralized marketing force which offers a broad product line and integrated order service," Mr. Thompson said.

Two Hi-Fi Shows Open Doors To Components, Packaged Goods

COMPONENTS and "packaged goods" manufacturers will be permitted to participate in all-industry high-fidelity shows planned for New York and Los Angeles next year, it was announced last week.

S. I. Neiman, president of the International Sight & Sound Exposition Inc., sponsor of the Chicago hi-fi show each September, reported a newly-formed organization, High Fidelity Council, has expressed interest in extending the events to those cities. The council is a non-profit group.

The Los Angeles show is planned for February and the New York event for October, a month after the Chicago exposition. Plans are under way to establish separate management corporations for each of the New York and Los Angeles shows. The Chicago event is open to manufacturers of component parts and finished products.

The Washington, D. C., hi-fi show will be held March 14-16, independently produced.

Meanwhile, Rigo Enterprises Inc., which sponsors hi-fi shows in other major cities, has announced plans for expositions in Minneapolis, Milwaukee, Miami, Cleveland, Pittsburgh, Buffalo, Newark, Indianapolis, Cincinnati, St. Louis, Kansas City, Denver and Seattle.

Morrow Says Magnecord Losses Help New Owner, Midwestern

ACQUISITION of Magnecord Corp.'s professional tape recorder facilities will permit the parent Midwestern Instruments Inc. "to add to its working capital much faster than under normal conditions" because it can utilize Magnecord's net operating loss of about $2.5 million.

That view was expressed by G. R. Morrow, Midwestern president, at the first stockholders' meeting since the acquisition of Magnecord and public sale of stock. A report on Midwestern sales for the first half of 1957 and election of two directors highlighted the meeting in Tulsa July 19.

Mr. Morrow reported sales of about $3.5 million the first six months—an increase of nearly $1 million over the same period in 1956. He also cited current assets of $2.8 million and liabilities of $800,000. Magnecord's tax loss will be carried forward, providing quicker working capital.

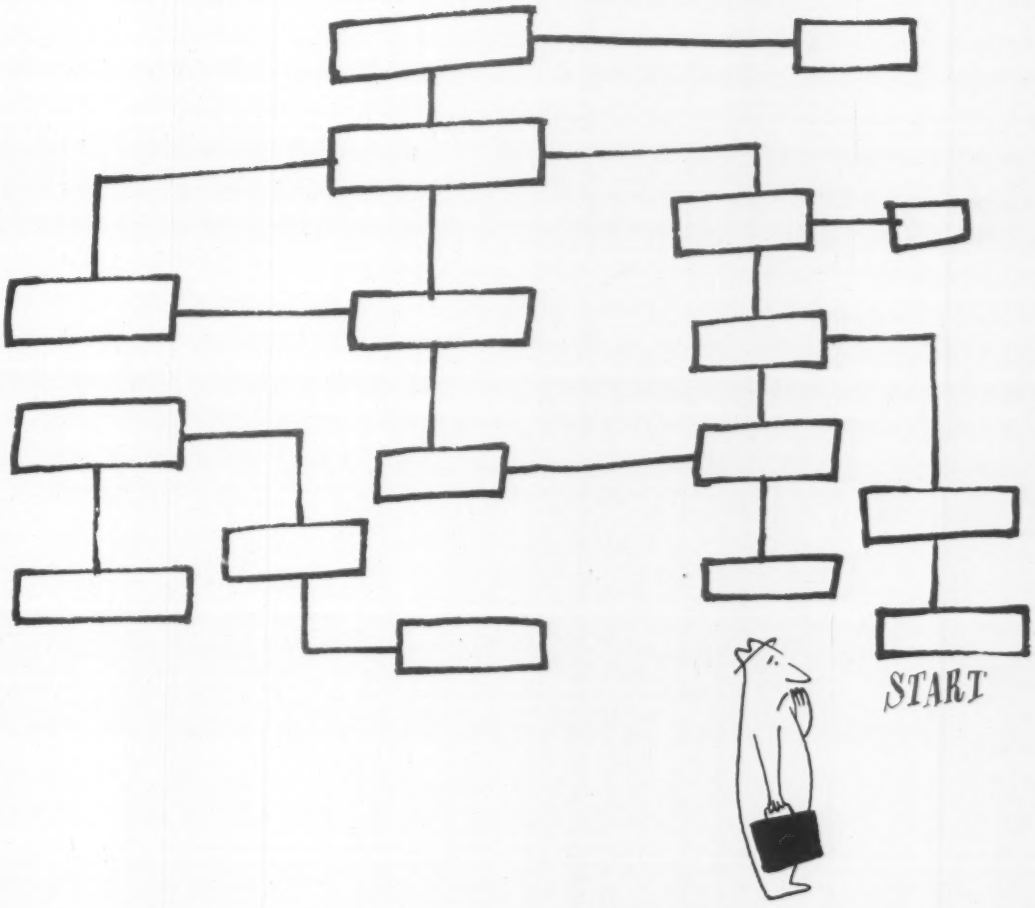
CBS Labs Promotes Bambara

RALPH BAMBARA, with CBS Laboratories division of CBS Inc. for seven years, has been appointed vice president of electronics systems, it was announced Thursday by Dr. Peter C. Goldmark, division president. Mr. Bambara will assume responsibility for the laboratory section dealing with electronic systems and data handling.

Music Show Set for Sept. 17-22

A NEW major exposition, Music International, is scheduled for Chicago's International Amphitheatre Sept. 17-22, according to Music International Inc., promoter of the show. It is planned to unify under one roof the exhibits of tv, radio, hi-fi, recorders, instruments, parts and components.

Another thinly disguised WJR success story



Top management men are harder to see than the inside of a harem!

That was the problem of a company that wanted to sell an automobile concern on the advantages of changing to a special steel. Since the switch would be of gigantic proportions, it meant not only selling top management but also engineering, designing, styling, purchasing, and the head guard on the main gate. It was quite a problem . . . but not insurmountable.

This enterprising steel company thought of reaching them by radio. (And when you think of radio in the Detroit-Great Lakes area, you think of WJR!) The steel company used announcements. The announcements caught the undivided attention of the men that had to be reached. A series of selling messages on WJR resulted in the grand sale. The keymen had been preconditioned, pre-sold.

The steel company was most lavish in its praise of WJR. It figured its salesmen would have required years to accomplish what WJR did in short order.

Whether your client wants to reach millions of people, or just a select few, he'll do it better on WJR—the station that dominates the Detroit-Great Lakes market. Call your nearest Henry I. Christal office for complete facts on this case and hundreds of others—facts which prove that WJR can do more for any product and do it quicker, too!

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts *CBS Radio Network*

35 years of service

WJR's primary coverage area —over 17,000,000 people

Collins Creates Systems Div.

COLLINS RADIO CO., Cedar Rapids, Iowa, has announced creation of a systems division for the fields of microwave and trans-horizon transmission, according to L. Morgan Craft, operations vice president. Possible expansion into single sideband and data transmission also is forecast by the company.

John D. Nyquist, director of manufacturing in Cedar Rapids, has been appointed executive director of the new division. Serving with him: Frank C. Dyer, director, systems engineering in Dallas, and Richard M. Ringoen, director, systems engineering in Cedar Rapids.

MANUFACTURING SHORTS

RCA, Camden, N. J., announces two new forced-air-cooled beam power tubes designed for service at frequencies up to 500 mc have been released by electron tube division. Tubes (RCA-7034 and RCA-7035) reportedly are useful as audio-frequency power amplifiers and modulators and as wide-band amplifiers in video applications.

General Electric Co., Schenectady, N. Y., announces major price reductions from 42 to 75% on its complete line of high frequency tetrode transistors used in tv amplifiers and other applications.

Sylvania Electric Products Inc., N. Y., reports commercial production of 24-inch light weight 110-degree tv picture tubes, approximately 4 pounds lighter and 5¼ inches shorter than 24-inch 90-degree models.

RCA, Camden, N. J., reports shipping five color cameras, two film and three live studio, to WHDH-TV Boston, which is expected to be on air in November. Other new shipments: color film camera to WKZO-TV Kalamazoo, Mich., and WLWI (TV) Indianapolis, and 12-section superturnstile antenna to WALB-TV Albany, Ga.

Kay Electric Co., Pine Brook, N. J., announces Vari-Sweep Model IF, complete alignment instrument from 4 to 120 mc, has been added to line of precision electronic test and measuring instruments. New model adds flexibility features to make it a "universal" lab instrument.

Stewart-Warner Corp. (Alemite, instruments, heaters, electronic products), Chicago, announces 6% increase in net income during first half of 1957 over same period last year. Sales rose 5% with record peacetime mark of $60,903,908 compared to $57,830,083 for first half of 1956. Actual earnings also were reportedly higher than any for corresponding period in company's 28 year history.

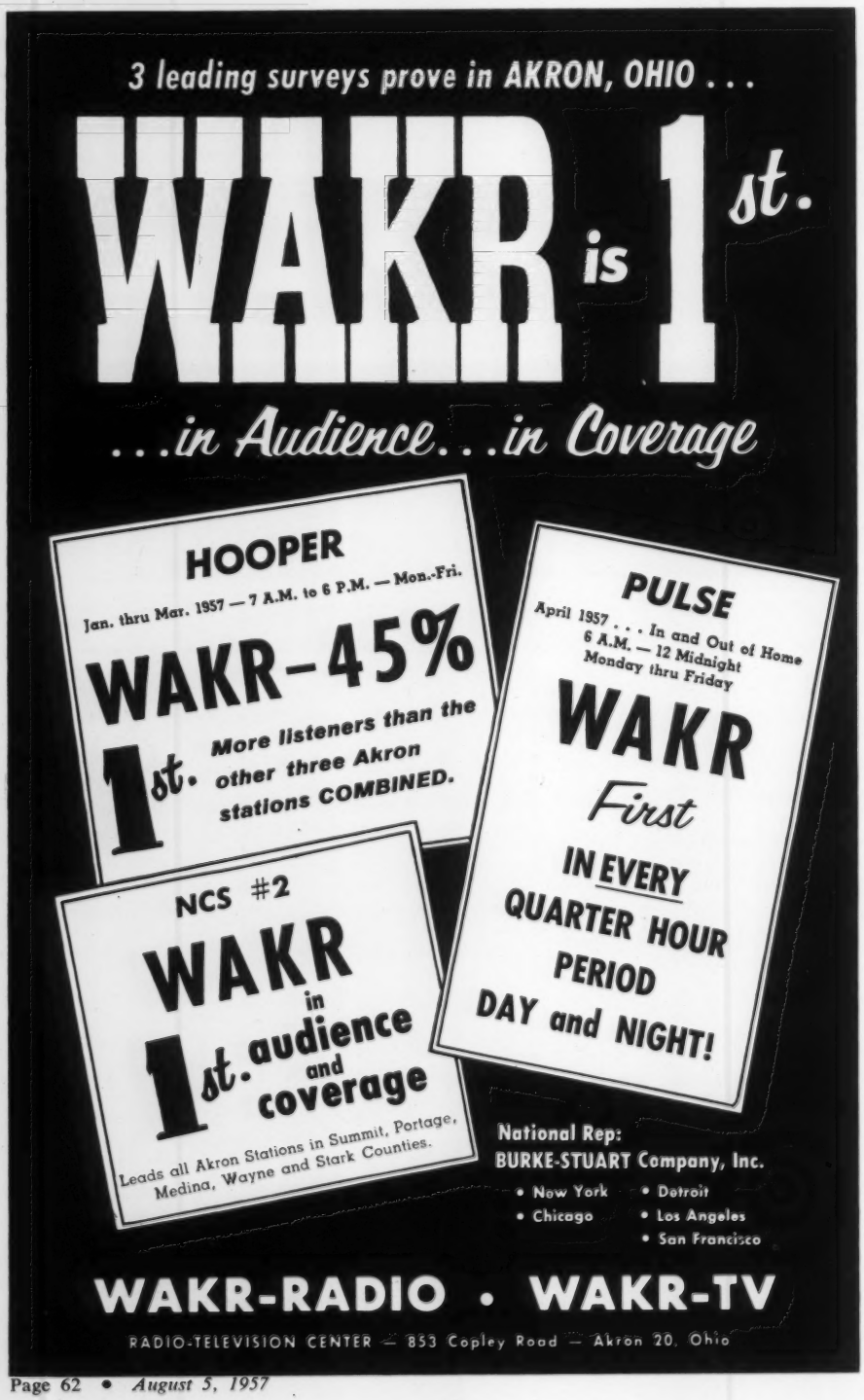
Centralab, division of Globe-Union Inc., Milwaukee, Wis., has introduced new microminiature disc capacitor, designed to meet small size, high capacitance demands of transistor circuitry needed in by-pass and coupling application.

Audio Devices Inc., N. Y., reports increased sales by 30% and profits by 50% during first six months of 1957. Net sales were $2,350,000 with earnings estimated at 25 cents per share for period. Figures for 1957 are reportedly highest in firm's 20-year history.

Shure Bros. Inc. (electronic products), Evanston, Ill., announces new twin-lever ceramic cartridge capable of converting standard phonographs into higher fidelity sound. Model is designed as replacement-improvement for all other ceramic cartridges with plastic cases and has three-speed dual needle assembly, with response from 30 to 15,000 cycles per second.

Andrew Corp., Chicago, announced new and improved version of its coaxial switch is now available. New switch, type 6710, provides four-second switching of 3⅛" coaxial transmission line to standby equipment at frequencies up to 1000 mc. It can be used in high power communication systems, as well as uhf and vhf tv stations.

Entron Inc., Bladensburg, Md., has completed first production run of two new units in its series of vhf tv bridging amplifiers. Now available from stock are unity gain, four output model BA-4; new, 10db gain, four output model BA-400 and new, 25db gain, two output model BA-250. All models are for 75 ohm systems and will handle up to 0.2 volts per channel, maximum output. New amplifiers feature single control adjustable equalization and adjustable gain. Plug-in attenuators insure less than 00.5db thru-line loss and silicon power rectifiers contribute to low power use and long life.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WAKR is 1st.
. . . in Audience . . . in Coverage
HOOPER
Jan. thru Mar. 1957 — 7 A.M. to 6 P.M. — Mon.-Fri.
WAKR–45%
1st. More listeners than the other three Akron stations COMBINED.
PULSE
April 1957 . . . In and Out of Home
6 A.M. — 12 Midnight
Monday thru Friday
WAKR
First
IN EVERY
QUARTER HOUR
PERIOD
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WAKR
in
1st. audience
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Leads all Akron Stations in Summit, Portage, Medina, Wayne and Stark Counties.
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TWO TOP CBS radio stations
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WICHITA FALLS, TEXAS
620 KC • 5000 Watts

AMARILLO, TEXAS
940 KC • 1000 Watts

The KENYON BROWN stations
Now under one ownership and management

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JOHN BLAIR & CO.

Jockeying Continues On Loew's Inc. Board

ANOTHER reel in the Loew's Inc., 1957 version of "Executive Suite" (an MGM movie) was shown to the public last week. At issue is control of the giant motion picture company that also is footloose in tv.

Two factions have been warring for control of the Loew's board: one is headed by Joseph R. Vogel, president of Loew's since late fall; the other is spearheaded by Joseph Tomlinson, a Canadian industrialist, and his associate, Stanley Meyer of New York, formerly in tv.

Messrs. Tomlinson and Meyer, along with three other board members considered favorable to the dissident faction, are jousting with Mr. Vogel and board members supporting the Vogel management [B•T, July 29]. Mr. Vogel plans to take the issue of the Tomlinson-led revolt to a special stockholders meeting in September.

The latest round last week: a meeting Tuesday in New York called by the Tomlinson group. Five board members attended, and two others were "elected"—Louis B. Mayer, formerly chief of Loew's MGM production, and Sam Briskin, motion picture producer. Mr. Vogel issued a denunciation from Hollywood declaring the rump session "illegal" because the company's by-laws require a minimum of seven board members for a quorum. But the Tomlinson group contended the necessary board membership was constituted with the addition of the two newly-elected members of the board. Indicated also was possible litigation.

At the rump session, the dissident group "directed" Mr. Vogel not to make any contracts involving more than $25,000 or which cover more than a year unless he has consent from the board. The Tomlinson faction went on record as forbidding expenditure of any company funds or the use of any company employes for proxy solicitation in connection with Mr. Vogel's proposed stockholders meeting in September. Mr. Vogel seeks removal of Mr. Tomlinson and Mr. Meyer from the board of directors.

Meanwhile, another board member, Fred F. Florence, chairman of the executive committee of the Republic Bank of Dallas, Tex., considered to be favorably disposed to the Tomlinson group, resigned from the Loew's board, reducing its number to 9. Three other board members had quit two weeks ago when Mr. Vogel publicly revealed Loew's internal skirmishing.

TCF-TV to Produce Two Series For Telecasts on NTA Network

TCF-TV PRODUCTIONS, subsidiary of 20th Century-Fox Film Corp., will produce two 39-installment half-hour tv films series, *How to Marry a Millionaire* and *Man Without a Gun*, to be released in January 1958 for telecasting by the 134 affiliate stations of the NTA Film Network.

Although pilots have been filmed for both series, complete recasting now is underway, except for Lori Nelson, who has a starring role in *How to Marry a Millionaire*. Writers are being interviewed for both series, *Millionaire* to be produced by Ben Feiner Jr. under the supervision of Nat Perrin, and *Man Without a Gun* by Peter Packer.

In announcing the agreement for these two series between TCF-TV and NTA, Irving Asher, executive in charge of TCF-TV, also said NTA is conducting negotiations for the sale of the anthology series *20th Century-Fox Hour* as well as the *Mother is a Freshman* series. TCF-TV currently is making 39 episodes of the *Broken Arrow* series and is preparing three others: *Tales of Manhattan, Mr. Belvedere* and *Tin Pan Alley*, probably the first filmed musical tv series.

C & C Super Stockholders Vote To Concentrate on Television

STOCKHOLDERS of C & C Super Corp. last week approved a proposal to spin off wholly-owned subsidiary National Phoenix Industries Inc., and concentrate on television activities of the corporation through a newly-organized company, C & C Television Corp. The latter company distributes the RKO Radio Pictures.

The newly-reconstructed C & C Television Corp., as approved by stockholders at a special meeting in Wilmington, Del., embraced three subsidiaries—C & C Films, Inc., covering the U. S. and Canada; C & C Pan Atlantic Tv Co., Latin America; C & C Tv Film Corp., other overseas markets. Under the spin-off, National Phoenix was assigned the assets of C & C Super's Lorraine Mfg. & Power Products (industrial tools) and Nedick's Inc. (food and beverages).

Directors of C & C Television Corp. elected by stockholders were Matthew Fox, Erwin H. Ezzes, Martin Schildkraut, Arnold C. Stream, Gen. James Van Fleet, William Zeckendorf, Winslow Sears and Walter S. Mack. Mr. Fox was elected president of C & C Tv; Mr. Ezzes and Mr. Stream, vice presidents; Mr. Schildkraut, treasurer, and Martin Siegel, secretary.

Asked how much revenue was being obtained from the sale of the RKO library of films, Mr. Fox replied that the library is being sold under a barter system and said he expected that at least $18 million would accrue to C & C Tv over "a period of several years." He noted that for the next five years, the International Latex Co. is under contract for the films, but declined to reveal the cost.

SG's 'Ranch Party' Bought By Griesedieck in 9 Markets

PURCHASE by Griesedieck Bros. Brewery, St. Louis, of Screen Gems' *Ranch Party* half-hour tv film series in nine markets in the south-central region was announced last week by Jerry Hyams, SG's director of syndication sales. The sale was completed through Maxon Inc., St. Louis, and, according to Mr. Hyams, Griesedieck hopes to

BEFORE COLLINS 212E

AFTER COLLINS 212E

how to get the best from a combo man

Let's face it — combo men are announcers at heart. Technical details are a worrisome burden — often dividing their attention unequally, detracting from their selling talents.

Not so when they work with a Collins 212E. This new console is so easy to use, so sure, that the most conscientious combo man can concentrate on announcing without a worry about dials and switches.

Colored knobs and plexiglas strips identify each control at a glance. A push-to-talk relay does away with bothersome manual switching. There are plenty of other advantages that mean more to both combo men and broadcast engineers.

You get other benefits from the Collins 212E. It grows with a station; start with a single channel and minimum functions and easily build to a dual channel unit that provides simultaneous mixing of up to nine out of 21 possible inputs, including mikes, remote line inputs, high level tape inputs and network line inputs. It will also monitor program lines and remote lines, control speakers, warning lights and associated equipments.

Your nearest Collins representative has all the facts. Call him.

Collins CREATIVE LEADER IN COMMUNICATION

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COLLINS RADIO COMPANY, 315 2nd Ave. S.E., Cedar Rapids, Iowa • 1900 N. Akard St., Dallas • 2700 W. Olive Ave., Burbank
261 Madison Ave., New York 16 • 1200 18th St. N.W., Washington, D.C. • 4471 N.W. 36th St., Miami 48 • 1318 4th Ave., Seattle
Dogwood Road, Fountain City, Knoxville • COLLINS RADIO COMPANY OF CANADA, LTD., 11 Bermondsey Road, Toronto 16, Ontario

have 18 markets cleared by fall when the series goes on the air.

Screen Gems also has completed a large sale to WKXP-TV Lexington, Ky., calling for more than 450 feature films, 135 westerns, 343 half-hour tv film programs, 679 serials and 390 cartoons. The station, which is scheduled to go on the air Sept. 1, will devote about 90% of its programming to film, Mr. Hyams reported.

Other sales completed by SG were to WRGB (TV) Schenectady covering *Hollywood Movie Parade* of 104 feature films, *Hollywood Mystery Parade* of 52 films and *Hollywood Premiere Parade* of 195 films; WTRI (TV) Albany, the *Hollywood Serial Parade* package.

New York to Consider Methods Of Aiding City Film Production

A COMMITTEE of the Film Producers Assn. of New York met Tuesday with Leo A. Larkin, first assistant corporation counsel of the City of New York, to discuss ways the city can help the association in its campaign to promote New York as a filmmaking center for television, theatrical and industrial pictures [B•T, July 22].

Mr. Larkin later said he would make a full report to Mayor Wagner, covering four ways by which the city can assist the producers: city sales tax reforms, simplification of procedure for obtaining shooting and labor permits, modernization of building and fire codes, and appointment of a film-tv coordinator to conduct a public relations campaign on behalf of New York production. Mayor Wagner met with FPA officials several weeks ago, pledged his support to the association's project and designated Mr. Larkin as his representative.

FPA reported that its campaign will be extended to other facets of the motion picture and tv film industries. Meetings are being set up with representatives of laboratories, unions, advertising agencies and advertisers.

Tabakin Made NTA V.P. on Coast

PROMOTION of Berne Tabakin from director of national sales for National Telefilm Assoc., New York, to vice president in charge of the west coast division was announced last week by Oliver A. Unger, NTA's executive vice president.

MR. TABAKIN

In his new post, Mr. Tabakin will be responsible primarily for the company's west coast sales division covering 13 western states and also will serve as liaison with Desilu Productions and 20th Century-Fox Corp., both of which are producing tv series for NTA. He assumes the duties relinquished by Edward M. Gray, recently named vice president in charge of Famous Films—Programs for Television, a new unit of NTA which will handle sales of re-run series.

Trans-Lux Reports Big Sales Of 'Britannica' Film Library

A SERIES of large sales on the Encyclopedia Britannica Films library of more than 700 short subjects were announced last week by Richard P. Brandt, president of Trans-Lux Television Corp., New York, distributor of the library. The largest single station purchase was by WOR-TV New York, which reportedly is paying almost $100,000 for use of the library for five years.

Mr. Brandt told a news conference in New York that Trans-Lux also has completed its largest group sale to five stations owned by Time Inc. He declined to specify the sales price at the request of Time. This transaction, he said, covered the use of the library for five years by KTVT (TV) Salt Lake City, KLZ-TV Denver, WTCN-TV Minneapolis, WFBM-TV Indianapolis and WOOD-TV Grand Rapids, Mich. Mr. Brandt said other new sales have been made to KING-TV Seattle and KGW-TV Portland, Ore.

The announcement of new business was timed to coincide with the first anniversary of operation by Trans-Lux Tv. Richard P. Carlton, sales vice president, reported that 25 stations have bought the full library for a five-year period, and 23 other tv outlets have bought parts of the library or the entire programming for shorter periods.

Messrs. Brandt and Carlton said individual stations have created their own programming frameworks for the films, 200 of which are in color. Some stations, they explained, employ live talent to introduce the films and others utilize the programming on children's shows or other time periods, appealing to a special group or the entire family. Mr. Carlton noted that on the average of once a week, Encyclopedia Britannica Films makes available a new filmed program, approximately 12-20 minutes in length.

Mr. Brandt said that although Trans-Lux Tv has concentrated on the EB package during its first year, the company plans to expand into feature film distribution by the beginning of 1958. Trans-Lux Tv, he said, has about 12 feature films on hand but will hold up release until it has acquired a sizable package.

Film Network Being Organized

A NEW television network, primarily film, has been formed under the name of Mutual Television Co. (MTC), with temporary headquarters in Kilgore, Tex., it has been announced. The firm also has set up a film production subsidiary, Mutual Television Pictures Inc., to turn out half-hour and hour serial shows. MTC currently is negotiating franchises with stations and plans to set up a board of governors to represent affiliates in the operation. Some live programming, chosen by affiliates, also is anticipated. Interested stations are invited to write MTC, Post Office Box 325, Kilgore.

FILM SALES

Ziv Television Programs, N. Y., announces its *Harbor Command,* half-hour tv film series, has been sold in 117 markets in less than 30 days since its release for sale. Kroger Co., Cincinnati, through Ralph H. Jones Co., Cincinnati and New York, has bought series for KSD-TV St. Louis and WLAC-TV Nashville. Starting date for *Harbor Command* is early fall.

AAP last week reported new sales of its Gold Mine library and Warner Bros. features and cartoons. Among them: *Sherlock Holmes* series to WTIC-TV Hartford; westerns to WFMD-TV Wilmington, N. C. Other Gold Mine features to WISH-TV Indianapolis; cartoons (both Warner and Popeye) to WTRF-TV Wheeling, W. Va., and WAVY-TV Norfolk; Warner Bros. cartoons to KFJZ-TV Fort Worth and groups of Warner Bros. features to WTRI (TV) Albany, N. Y., and WTVT (TV) Tampa.

FILM PRODUCTION

Pyramid Productions, N. Y., plans to put *Decoy,* tv series of adventures of undercover policewoman, into production Sept. 9, for open-end syndication at beginning of 1958. Series to be filmed at old Mary Pickford studio in Bronx, with exteriors in and around New York City and is being made with sanction of N. Y. Police Dept. It will star **Beverly Garland** as decoy in criminal investigation. Pyramid, which also produced *Treasury Men in Action* and *Big Story* for syndication, plans to film 39 episodes of *Decoy* in next eight months.

Kenya Productions Ltd., filming half-hour tv series, *African Patrol,* for release by Gross-Krasne Inc., Hollywood, in Western Hemisphere, moves second production unit to permanent location headquarters at Rumuruti, Africa, 150 miles northeast of Nairobi. Main base of operations remains at Nairobi studios.

Cambria Studios, L. A., announces new tv series, *Davy Jones,* starring **Buster Crabbe** as head of marine salvage company roving world for underwater salvage assignments. New series, produced and directed by **Dick Brown,** Cambria president, with Mr. Crabbe as associate producer, is being photographed in color. Pilot scheduled to be ready for showing to advertisers and agencies in mid-August.

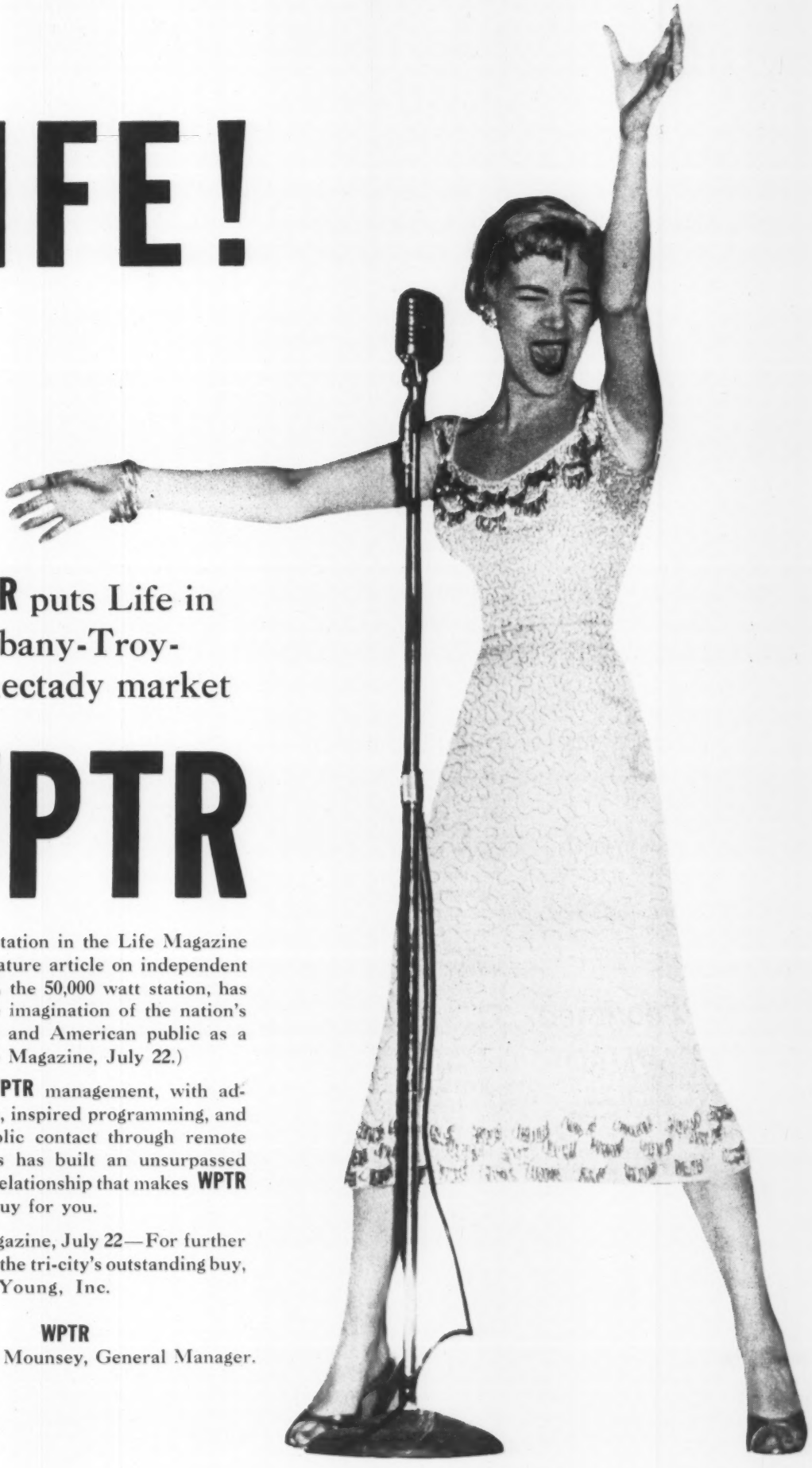
FILM RANDOM SHOTS

Pintoff-Lawrence Productions Inc., affiliate of Robert Lawrence Productions, N. Y., producer of animated tv commercials, theatrical films and tv programs, moved to larger quarters at 64 E. 55th St. Tel.: Eldorado 5-1431.

Charles R. Sen, film editorial services, moves to new space adjoining Sound Masters Inc., production firm at 165 West 46th St., N. Y., and will perform editorial work for SM.

Screen Gems, N. Y., reports buying world tv rights to two feature films, "Brute Force," with Burt Lancaster and Hume Cronyn, and "Naked City," with Barry Fitzgerald and Dorothy Hart, from estate of late Mark Hellinger.

LIFE!



WPTR puts Life in Albany-Troy-Schenectady market

WPTR

is the lead station in the Life Magazine (July 22) feature article on independent radio. **WPTR,** the 50,000 watt station, has captured the imagination of the nation's 41st Market and American public as a whole. (Life Magazine, July 22.)

The new **WPTR** management, with advanced ideas, inspired programming, and constant public contact through remote control units has built an unsurpassed community relationship that makes **WPTR** the tri-city buy for you.

See Life Magazine, July 22—For further details about the tri-city's outstanding buy, see Adam Young, Inc.

WPTR
Mr. Duncan Mounsey, General Manager.

Obviously OUTSTANDING...

MORE POWER FOR PEORIAREA!

More power for more people . . . more power for more industry. A 95% increase in power generating capacity is under construction by Central Illinois Light Company to meet the growing needs of a growing Peoriarea.

The RADIO power in Peoria is WMBD

38% average share of audience 6 am-12 noon*

36% average share of audience 12 noon-6 pm*

40% average share of audience 6 pm-midnite*

To SELL the Peoriarea ...BUY WMBD!

® Reddy Kilowatt is a trade mark character used by permission of Central Illinois Light Company.
* The Pulse Inc., Nov., 1956

FOR 30 YEARS . . .
First
IN THE HEART OF ILLINOIS

WMBD
PEORIA
CBS RADIO NETWORK • 5000 WATTS
Peters, Griffin, Woodward, Inc., Natl. Reps.

LOCAL 47 REBELS DENIED INJUNCTION

- **AFM unit fails to divert fund**
- **Tv film payments involved**

THE rebel faction of Hollywood Local 47 of the American Federation of Musicians, which last fall took to the courts in an attempt to upset the trust fund payment policies of the national AFM and to secure these moneys for the individual performing musicians instead, last week ran into their first major roadblock.

This was a decision by Judge Philbrick McCoy of the Los Angeles Superior Court denying the rebels' petition for an injunction to prevent the makers of films for tv and the recorders of electrical transcriptions, spot announcements and jingles from sending money out of the state in the form of payments to Samuel R. Rosenbaum, trustee of the Music Performance Trust Fund, and their request for a receivership to hold such money.

Last spring, Los Angeles Superior Court Judge John J. Ford had denied similar petitions in suits concerning payments made in connection with the sale of theatrical films for tv and the manufacture of phonograph records. Judge Ford made his denial solely on the grounds that his court lacked jurisdiction over trustee Rosenbaum, an indispensable party to the action but a resident of New York. This decision was appealed to the California Court of Appeals, which reversed Judge Ford, and that decision was appealed to the state's Supreme Court, which will hear arguments on the jurisdictional issue in October.

Right to Relief 'Doubtful'

But Judge McCoy, in deciding the petitions before him, noted that injunctions are rarely granted in doubtful cases and then declared: "The most that can be fairly claimed for the plaintiffs is that their right to the relief they seek is doubtful. On the merits, it would be an abuse of the discretion vested in the court to grant their application either for a preliminary injunction or for the appointment of a receiver.

"Having determined that even if the court had jurisdiction to do so, plaintiffs' application would be denied on merits, it becomes unnecessary to decide the question of jurisdiction," Judge McCoy concluded.

Meanwhile, the Los Angeles Superior Court has set Aug. 19 as the date for argument on contempt proceedings brought by the Local 47 rebels against AFM for failure to produce a list of contracts with employers of musicians as ordered. AFM counsel Michael G. Luddy said the union had produced 268 contracts for inspection by the plaintiffs and feels that in so doing it was fully complying with court order.

IBEW Rejected at Mobile, Ala.

ENGINEERS and technicians at WKRG-AM-FM-TV Mobile, Ala., voted 12 to 6 to reject Local 1264, International Brotherhood of Electrical Workers, as bargaining agent in balloting conducted by the National Labor Relations Board. When the IBEW contract expired June 1, WKRG-TV Inc. contended the union did not represent a majority of employes and refused to bargain until the unit was certified by NLRB. The union had charged the company with unfair labor practice and refusal to bargain but withdrew charges after an NLRB inquiry.

AFTRA Resolution Opposes Toll Tv

VIGOROUS opposition to pay television was expressed in a resolution adopted last week at the 20th annual convention of the American Federation of Television & Radio Artists in San Francisco.

The resolution reaffirmed a stand taken by AFTRA at its meeting in Seattle two years ago, but latest announcement significantly indicated that Congress should enact legislation to regulate toll tv.

Intent: Toll Tv Legislation

Although the resolution did not state explicitly that Congress should take this step, Donald Conaway, national executive secretary of AFTRA, explained after the closed meeting that "this is the intent" of the measure. He added the resolution also is designed to "take away from any one agency [apparently the FCC] the power to direct pay tv." He said copies of the resolution will be sent to interested Congressmen.

The resolution said:

"Be it resolved that the convention strongly recommends to labor, industry, and the U. S. Congress that immediate and thorough investigation of all proposed systems of pay tv and their present and future impact on the people of the U. S. be investigated by the proper governmental agency to the end that regulatory powers be employed so that the interests of all people be best promoted and protected."

Resolution Not 'Anti-Radio'

During a news conference on the resolution, Mr. Conaway made an observation construed by some newspapers and radio stations as being "anti-radio." He was quoted as saying, "If pay tv is adopted, film would become to that medium what the phonograph has become to radio, with "a dull and dreary result." Mr. Conaway later explained that his analogy perhaps was "unfortunate," but claimed he did not mean that "radio, as a whole, is dull and dreary," adding that he is aware of radio's "many creative contributions."

Newly-elected national officers of AFTRA are Clayton (Bud) Collyer, New York, president, succeeding Frank Nelson, Los Angeles; Ken Carpenter, Los Angeles, first vice president; Eleanor Engle, Chicago, second vice president; Virginia Payne, New York, third vice president; Wanda Ramey, San Francisco, fourth vice president; Evelyn Freeman, Washington, fifth vice president; Don Courtney, Seattle, sixth vice president; Gay Batson, New Orleans, seventh vice president; Stan Farrar, Los Angeles, recording secretary, and Travis Johnson, New York, treasurer.

Storer Broadcasting Company

announces the appointment of

The Katz Agency *Inc.*

as national representative for

WIBG

RADIO 99, Philadelphia

Philadelphia's Most Powerful Independent

Movie Majors, AFM Discuss Request to Reduce Fund Fees

REPRESENTATIVES of major motion picture production companies and of the American Federation of Musicians scheduled a meeting for last Saturday in New York in an effort by producers to persuade the AFM to reduce the fee they must pay to the Music Performance Trust Fund covering theatrical films sold to tv. The present agreement, which expires next Feb. 15, specifies that 5% of gross sales must be allocated to the fund.

To Cover Post-1948 Films

The session Saturday was preceded by one on Wednesday, during which producer representatives expressed the view that the present percentage is "too high and makes it very difficult for motion picture companies." It was reported producers told James C. Petrillo, AFM president, that circumstances have changed since the last agreement and a reduction in the fee is necessary. They pointed out that until recently only pre-1948 films were on the market and these films were not subject to fee payment to the various industry guilds except for AFM agreement.

The producer group, headed by Eric Johnston, president of the Motion Picture Assn. of America, reported that a new agreement would cover largely the post-1948 films, since the earlier products already have been depleted substantially by sales to tv over the past several years. Since the post-1948 films are subject to fee payments to other guilds, the producers pointed out, the margin of profit would be reduced to the point that it would be "uneconomic" to sell to tv unless the payment to MPTF could be cut.

Mr. Petrillo is reported to have told the producer groups to offer some "concrete" formula when it returned on Saturday for another meeting. An AFM spokesman said Mr. Petrillo did not promise relief but wants to explore the subject more thoroughly with producer representatives before he discusses the matter with the AFM's international executive board.

NLRB Rules Against WTVJ (TV) In Dispute With IBEW Local

WTVJ (TV) Miami, Fla., has been directed, in a recommendation by a National Labor Relations Board trial examiner, to restore five discharged technicians to their jobs and to refrain from discouraging activities on behalf of the International Brotherhood of Electrical Workers or any other union. The employes were discharged last January after reportedly taking long dinner hours, with the station explaining it had decided on staff reduction. They are to be reimbursed for loss of pay. The examiner recommended dismissal of a charge that the station refused to recognize and bargain with IBEW Local 349. Either party in the case can file exceptions to the ruling within the coming 20 days.

Harriscope Applies For L. A. Area Toll Tv

HARRISCOPE Inc., tv program producer-distributor of Beverly Hills, Calif., has filed applications for closed-circuit toll tv systems in Los Angeles and the neighboring cities of Burbank, Pasadena, Beverly Hills, Santa Monica and Glendale.

No specific franchise terms were offered the cities, Bert I. Harris, president of Harriscope and part owner of KTWO-TV Casper, Wyo., said last week. Nor does he have any specific decoding system selected, he said, expressing the hope that it may be possible to provide program service on a monthly fee basis that would make decoding unnecessary. Plans for programming are well along, he said, but declined to reveal them for the present.

The Harriscope application is the third to be filed for a closed-circuit tv system in Los Angeles, whose city council already has issued one non-exclusive franchise on the application of Skiatron Tv Corp. and instructed the city attorney to advertise this franchise for competitive bidding. A second application, filed jointly by International Telemeter Corp., subsidiary of Paramount Pictures Corp., and Fox West Coast Theatres (movie theatre chain) now is being studied by the city board of public utilities and transportation [B•T, July 29]. The decision of the council to offer non-exclusive franchises empowers the applicants to file for separate franchises instead of bidding against each other for the right to install and operate a single toll tv system. Two other interested groups, Tele Movie Development Co. and one headed by Hubert D. Long, have not applied for franchises and Mr. Long's group, at least, plans to bid against Skiatron when that franchise is offered for sale to the "highest acceptable bidder" [B•T, July 29].

In San Francisco, where both Telemeter and Skiatron executives have discussed the possibilities of obtaining franchises for closed-circuit tv systems, no action has been taken as yet, but indications are that this city will offer non-exclusive franchises to all qualified applicants, without competitive hearings and on uniform terms. San Diego, on the other hand, is following the Los Angeles pattern and will hold a hearing this week on the competitive applications of Skiatron and Tele Movie Development Corp. Skiatron also has filed applications in some 15 cities in the San Francisco Bay Area and currently is discussing details with the officials of those communities.

Skiatron head Matty Fox, in Los Angeles last week, declined to discuss details of his organization's negotiations with municipal officials for franchises or with the Pacific Telephone & Telegraph Co. for the physical delivery of toll tv programs from an origination point to the homes of individual subscribers. Regarding the telephone company discussions, Mr. Fox said that "this is no simple matter, but one involving physical, technical and financial problems. Its solution may take weeks." He added that "we are in constant touch" with the telephone company officials.

Expressing an unwillingness to discuss unfinished business until it is finished, Mr. Fox said, "We've got a big job to do and we are doing it in as quickly and orderly a fashion as we know how."

Bears' Halas Tells Congress He Likes Present Tv System

GEORGE HALAS, president of the Chicago Bears, last Thursday told the House Antitrust Subcommittee he is "very well satisfied with the present method" of televising professional football games.

Mr. Halas gave this reply when asked if he is in favor of pay tv. He said that he had not discussed pay tv with Bert Bell, commissioner of the National Football League, nor with any of the other 11 club owners. The Bear owner also said that he has not been in contact with Skiatron Tv or any other pay tv firm on the possibility of charging home viewers to see the Chicago games.

Mr. Bell, who previously testified at length before the committee investigating the feasability of placing professional team sports under the antitrust laws [B•T, July 29], returned to the stand for more questioning Thursday. He repeated his opposition to pay tv and said that he had not discussed the matter with other club owners.

Counsel for the committee asked Mr. Bell if the control he has over professional football announcers and sponsors [he must give his approval to both] is not a form of censorship. Mr. Bell said he felt these powers were necessary in the best interests of the game, to protect the players, the public and to "keep out gamblers." The football commissioner said that, although he has the authority to fire a radio-tv announcer of professional football games, he has never done so.

Hearings will continue this Wednesday and Thursday with testimony to be taken from professional basketball and hockey principals.

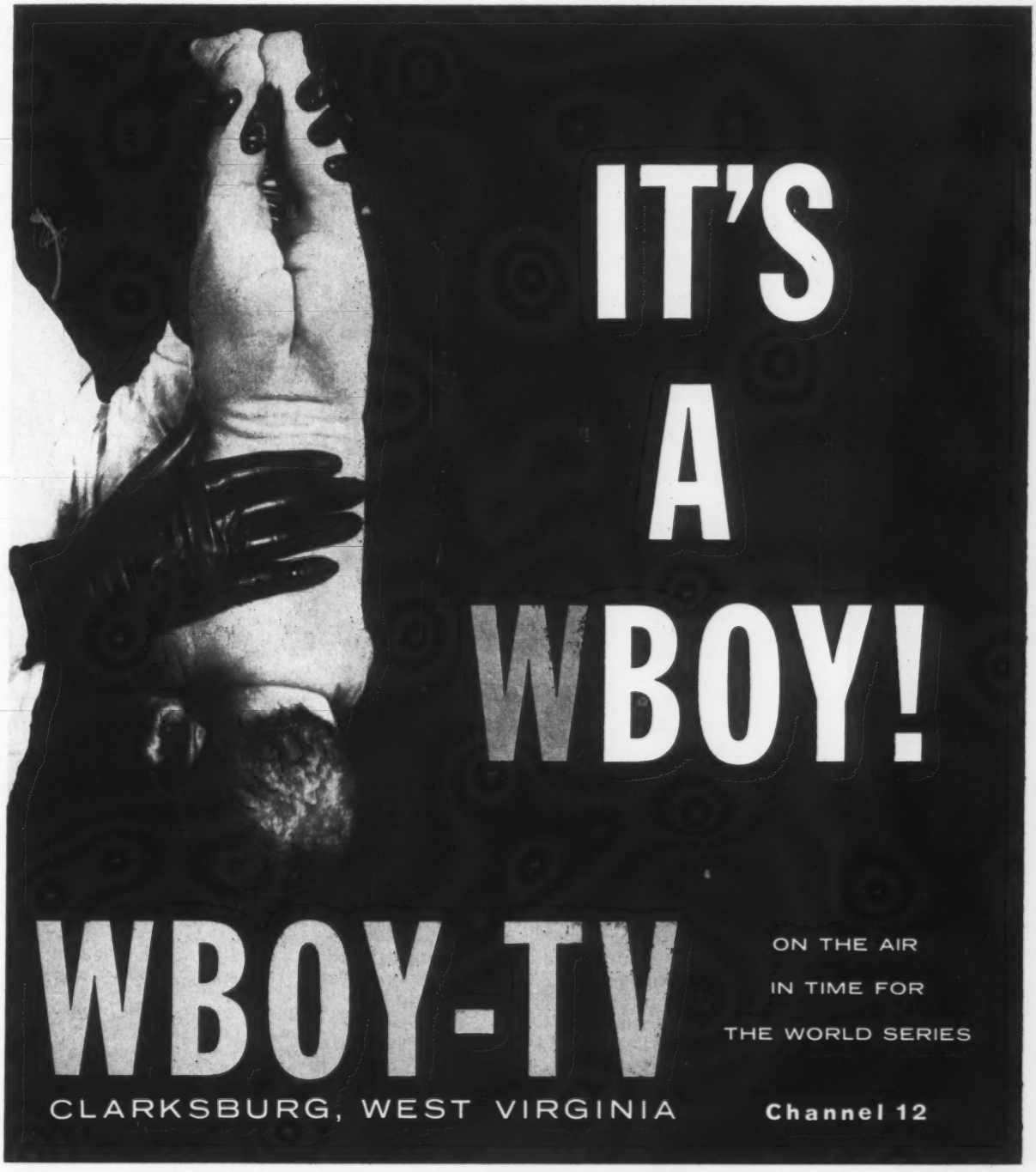
O'Fallon Asks City of Denver For Subscription Tv Franchise

A PIONEER broadcaster and telecaster—Gene O'Fallon who owned KFEL-AM-TV Denver, Colo., until 1955—has applied to the City Council of Denver for a non-exclusive franchise to install and operate subscription television.

Mr. O'Fallon submitted his offer by letter July 29, in which he referred to the Los Angeles pay tv Skiatron and International Telemeter activities. He offered to post a cash bond to insure financial responsibility. Mr. O'Fallon continued:

"Our program contemplates—opera, ballet, first quality feature film, theatrical attractions, educational courses, professional sports events, sales and medical clinics, debates, discussions, public assemblies, and other features to be announced."

Mr. O'Fallon emphasized the service "in no way affects the programming of 'on the air' channels but is just an additional wired tv service for those who want it."



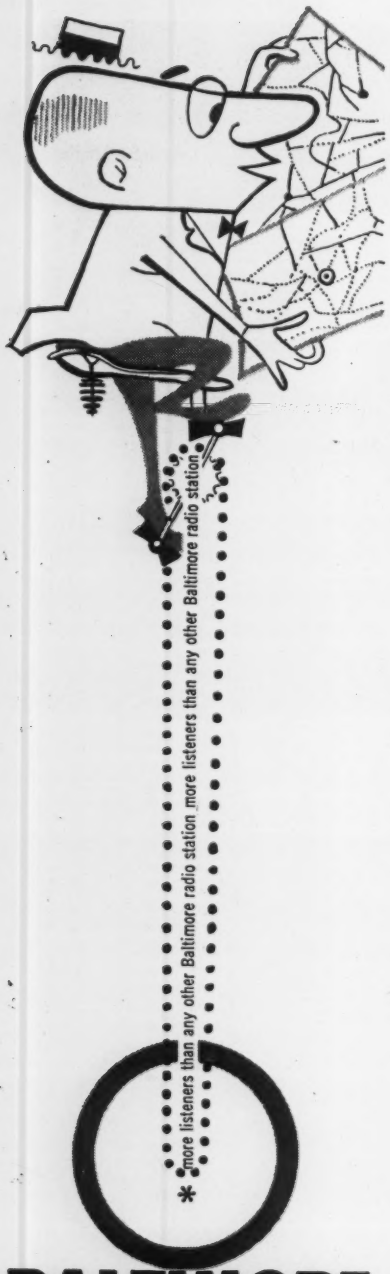
Covering the Virgin Market of Central W. Va.-Clarksburg-Fairmont-Morgantown

CAPTIVE AUDIENCE, 605,000 POPULATION. Cradled in the hills of West Virginia, this lusty, thriving market — rich in coal, oil and gas — untouched to date by a direct TV signal — is all yours on WBOY-TV. Budget *now* for Fall and Winter sales on WBOY-TV.

INTERCONNECTED WITH NBC abc

A member of The Friendly Group WSTV, WSTV-TV Steubenville; KODE, KODE-TV, Joplin; WBOY, WBOY-TV, Clarksburg; WPIT, Pittsburgh; WPAR, Parkersburg.

George Clinton, General Manager • Represented by Avery-Knodel • National Sls. Mgr., Rod Gibson, 52 Vanderbilt Ave., New York; MUrray Hill 3-6977



BALTIMORE
is easier to reach
when you ride on
WFBR
REPRESENTED BY
JOHN BLAIR AND CO.

* Source: Mon. thru Fri.—Mar.-Apr. '57 Pulse

SCHNEIDER ASKS TV FACTS STUDY

SINCE tv is no longer an unknown quantity as an advertising medium, why continue to sell it that way? Why not an independent, industry-supported project that would sift facts and figures from the chaff?

MR. SCHNEIDER

These challenging questions have been put to the industry by John A. Schneider, general manager of CBS Television Spot Sales. In an exclusive interview with B•T last week, he called for an "exhaustive and qualitative" research project, supported by, and for the eventual use of the tv industry.

Mr. Schneider is critical of a loss of initiative among tv sales people who have become bogged down in data (at times meaningless) on cost-per-thousand and comparative media efficiency.

According to Mr. Schneider, a study can be conducted for an industry investment of $25,000-35,000. The money would make up a fund to be offered to a university for a research project as credit toward a doctorate.

"This is an industry problem, and the industry should face up to it," Mr. Schneider emphasized.

As seen by Mr. Schneider there is general awareness that tv can move merchandise, but missing is the documented "why" of tv's greater value over other media. Salesmen, he says, have gotten away from tv's impact factors of sight, sound and motion and have cloaked themselves in cost-per-thousand and comparative media efficiency data. The C-P-T and efficiency comparisons are faulty, he maintained, questioning the validity of pitting tv costs against radio, newspapers, magazines and other media. More valid along this line, according to Mr. Schneider, is a comparison of one individual tv buy to another, or similarly, a radio purchase as against another radio buy.

Noting that in the past eight years—"generally considered the lifetime of commercial television"—tv has been sold in a "gradually changing manner," Mr. Schneider declared that originally the selling was "for what it really was, namely, sight, sound and motion.

"But then the industry acquired sophistication, or so we thought, and the evolution of sales techniques took us down the path of cost-per-thousand. We put the research man on a pedestal. We spoke reverently of media efficiency and, in so doing, forgot about the real impact factors of television, the factors that make it a sales medium rather than an advertising medium: our three old friends, sight, sound and motion."

Mr. Schneider pointed to what he called a "national spot radio renaissance," asserting that "much of the money financing this renaissance is coming from spot television—and it is our own fault because radio probably can deliver a greater media efficiency if the advertising impact is merely measured by the common denominator of cost-per-thousand."

Since many tv industry "barometers" reflect a "flattening out" of the dollar sales curve in national spot tv, Mr. Schneider observed that this should be a year of "introspection . . . of telling our story better. But first we must determine what is our story. How much better is tv than other advertising media? How much better does sight, sound and motion impress the consumer and motivate him to buy?"

Needed, according to Mr. Schneider: "Exhaustive research to determine the values of sight, sound and motion as opposed to the other single sense media; not quantitative research but qualitative research."

WGN-TV Sets 13-Week Run For 'Ding Dong School'

DR. FRANCES HORWICH's *Ding Dong School* will return to television as a local Chicago series for 13 weeks starting Aug. 26, it was announced Tuesday.

The program will be telecast by WGN-TV only at the outset and be carried on Program Service Inc.—network fostered by Sylvester L. (Pat) Weaver, former NBC president and board chairman—at a later date. It will be fed to stations in seven other cities as originally planned—New York, Washington, Philadelphia, Baltimore, Cleveland, Cincinnati and St. Louis—and eventually to 13 cities.

While the network debut of *Ding Dong School* has been delayed, it was learned that WGN-TV is discussing local sponsorship with two advertisers already committed for exposure on Program Service Inc.—Taylor-Reed Corp. (Cocoa-Marsh) and Climax Industries Inc. (Kid-O modeling compound). Whether Dr. Horwich's series or a proposed Aragon Ballroom remote will emerge as the first Program Service entry was not known last Thursday.

"Meanwhile, we will originate the program at WGN-TV," Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV), said in announcing the series, "because Chicago is the scene where Dr. Horwich and *Ding Dong School* were such a tremendous success with Chicagoland viewers."

The program started at WNBQ (TV) Chicago Oct. 3, 1953, and was on NBC-TV for over four years before being replaced last December. Dr. Horwich reportedly has received over 100,000 letters protesting cancellation of the series, according to WGN-TV.

KETV (TV) to Start Sept. 17

KETV (TV) Omaha is scheduled to go on the air Sept. 17, according to Eugene S. Thomas, vice president and general manager of the station. KETV is an ABC-TV affiliate and will operate on ch. 7 at 316 kw.

Pulse proves it... A R B proves it...

All Southeastern Michigan tunes to WJBK-TV most often and most regularly

has the Tune-In that shows up in Sales

You can reach 9 billion dollars in buying power with this amazing one-station buy! Pick the station that really saturates the nation's fifth market, including big-spending Metropolitan Detroit and the heavily populated Flint and Port Huron areas

Detroit's Channel

WJBK-TV

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes.

MAXIMUM POWER! 100,000 watts, 1,057-foot tower

TOP CBS AND LOCAL PROGRAMS

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

LIFE MISSED THE POINT;

Radio is successful, because it serves. In Cincinnati, WCKY, a powerful 50,000 watt independent station serves the rich Ohio Valley area with news, music and public service features 24 hours a day. It raises money for polio, cancer, United Appeal; it helps flood disaster victims, and works closely with area police in traffic safety.

It is successful because it offers real community service.

DEEJAY REX DALE, handsome, 6 foot mustached favorite of Cincinnatians, broadcasts 8 hours, 26 minutes from iron lung in downtown department store window, until contributions reached over $2500 from his listeners for Polio.

Ingenious public service promotions such as these make WCKY envied integral part of the Cincinnati area community.

DEEJAY BRINGS help to flood victims of Ky.-W.Va.-Tenn. areas. Paul Miller, WCKY Public Service Director and crew spend 48 sleepless hours continuously broadcasting only radio service operating from stricken area; served as official voice for Red Cross Disaster Units.

Effort won National Red Cross Recognition award.

DELVINA WHEELDON, PRETTY pert housewife, and WCKY Womens' Director, is first woman passenger to break sound barrier in an Air Force jet. Not as a stunt, flight was part of broadcast series designed to demonstrate safety of Air Force career, and help quell mother's fears.

Program series wins McCall Magazine's "Golden Mike" award, and Air Force Association Citation of Honor.

Housewives in Cincinnati keep abreast of womens' news through DelVina's daily 30 minute programs.

TAPE RECORDERS, BEEPER PHONES and "on-the-spot" broadcasts, are devices WCKY uses to bring Cincinnati the news as it happens, with 33 daily newscasts.

Cincinnatians keep their dials set to WCKY for news every half hour—news while it is happening.

DURING WINTER MONTHS mothers listen to Deejay Leo Underhill with WCKY's School Emergency Radio Service to learn if schools will be closed because of snow, icy roads, floods or other emergencies. Serving 500 schools with 150,000 pupils in 15 Ohio, Kentucky and Indiana counties, this WCKY service won enthusiastic cooperation and plaudits from school officials.

OHIO VALLEY WEATHER can change in minutes. Weather is topic of prime public interest followed alike by housewives, farmers, river boat captains, truckers and sporting folks. United States Weather Bureau officials, with WCKY microphones in the "weather room", broadcast direct, complete weather and river reports 4 times daily.

With these, and other services, WCKY SERVES the Cincinnati area—and Sells For Its Advertisers.

46,000 square miles

and 271,280 west texas sets all fenced in . . . available as a single economical purchase or by individual stations

K/DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

President and Gen. Mgr., W. D. "DUB" ROGERS • National Sales Mgr. E. A. "BUZZ" Hewett

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

DATELINES

Newsworthy News Coverage

By Radio and Television

WASHINGTON—Public service broadcasting of political events was featured on a radio and a tv station in the Nation's Capital last week. The big event, and indeed a continuing one, was the tv coverage of the Senate Select Committee on Improper Activities in the Labor or Management Field investigating labor racketeering in New York. The committee hearing telecasts, which may run two or three weeks, were on WTTG (TV) and were picked up by the other DuMont Broadcasting station, WABD-TV New York. These are sustaining broadcasts, running two and one-half hours in the morning and three hours in the afternoon, with Ed Scherer of WTTG directing the operation and Matthew Warren of that station and Clark Mollenhoff, Cowles Publications, handling the on-air commentary.

WWDC-AM-FM broadcast to the greater Washington area complete election returns of Tuesday's Wisconsin primaries to fill the seat of the late Sen. Joseph R. McCarthy. Listeners heard former Gov. Walter J. Kohler win the Republican nomination and William Proxmire capture the Democratic one. The election returns were aired live from Milwaukee through special arrangements with WEMP of that city.

TAMPA—WTVT (TV) covered both the Florida and Ohio angles of the reopening of the Sheppard murder case after a convict in Florida confessed a slaying which closely paralleled the Cleveland crime, according to a report from the station last week. WTVT sent staffers to interview the suspect and other principals in De Land, Fla., to get the reaction and plans of the Sheppard family and Ohio officials in Columbus and to interview mystery writer Earl Stanley Gardner when he and his "Court of Last Resort" entered the case. Footage shot during the dramatic developments was aired on WTVT.

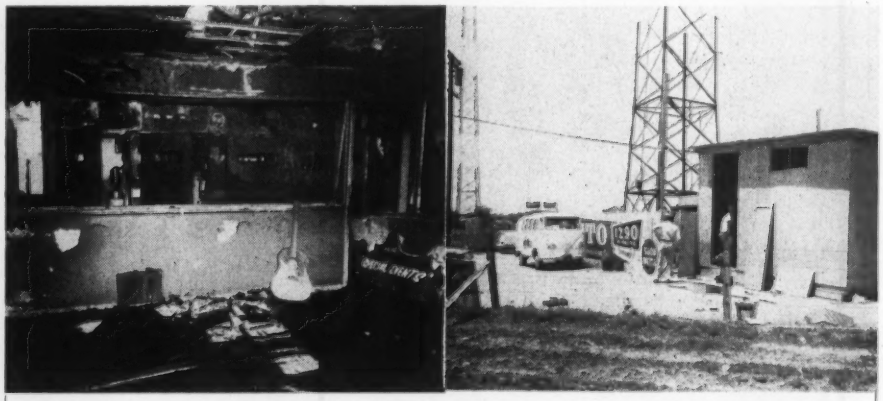
TULARE—KCOK Tulare, Calif., insured its listeners coverage of the All-America Golf Tournament and World Championships at Tam O'Shanter Country Club in Chicago, reported the station last week, by sponsoring Eddie Joseph, Tulare Country Club pro, who flew to Chicago for his qualifying rounds July 31, and to set up plans for a daily phone call report on the progress of the Tournaments.

KVOO-TV Settled in New Home

KVOO-TV Tulsa moved into its new Broadcast Center and originated its first telecast there at noon July 28. KVOO Radio will move to the center in August. The 40,000-sq.-ft. plant is of functional design with two stories. Located at 3701 S. Peoria, it houses both studios and offices. A feature is a special remote receiving tower mounted above the center's entrance. KVOO-TV designed the unit, composed of three triangular fins and 12 discs.

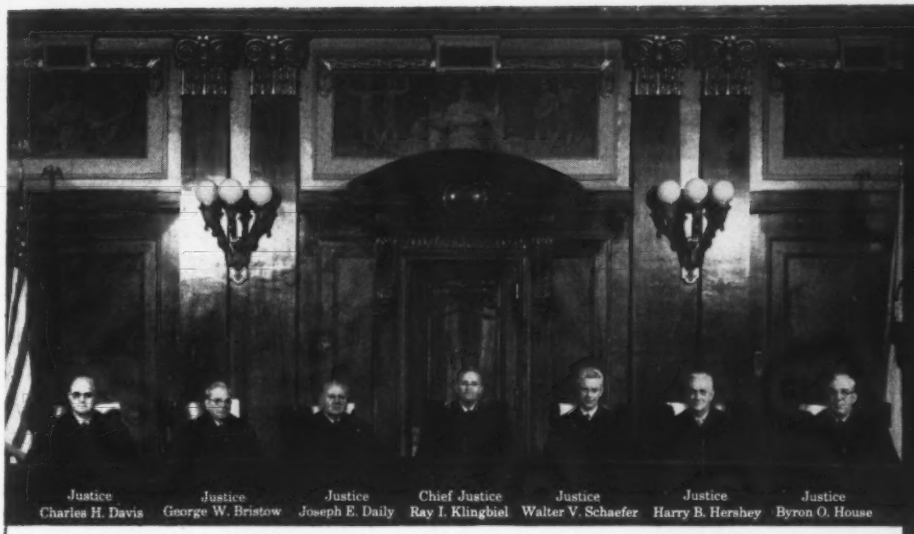
WLAC-TV Holds Annual News Clinic

WLAC-TV Nashville, Tenn., held its second annual news clinic last month for station officials, newsmen and "stringer" correspondents in the WLAC-TV studios, according to an announcement from the station. The "stringers," who represent major cities and towns in the WLAC-TV viewing area, were guests of the station at a newsfilm discussion and luncheon.



IT took KITO San Bernardino, Calif., only 38 hours to make the transition from charred ruins (1) to full resumption of broadcasting from emergency quarters (r), after fire devastated the KITO plant June 29. Nor was the station silent during the entire 38 hours. KITO was able to broadcast from its Riverside, Calif., studios during eight hours of this period.

KITO Manager Edward J. Jansen says all he did was "holler 'ouch!' " and aid came pouring in from many sources, including competitors. KDES Palm Springs, Calif., helped out with mobile equipment; Gates Radio Co. emptied its Los Angeles showrooms and had a 1 kw transmitter and studio on the air less than 12 hours after the $129,000 fire started. Help arrived by land and air. Officials, unions and craftsmen "threw red tape out the window" and worked long weekend hours to get KITO back on the air in a hurry, according to Mr. Jansen. The quick recovery got full recognition in the local press.



Justice Charles H. Davis | Justice George W. Bristow | Justice Joseph E. Daily | Chief Justice Ray I. Klingbiel | Justice Walter V. Schaefer | Justice Harry B. Hershey | Justice Byron O. House

In the Public Interest

CHAMBERS OF
JUSTICE GEORGE W. BRISTOW

September 5, 1956

Mr. August C. Meyer
President, Television Station WCIA
509 South Neil Street
Champaign, Illinois

Dear Mr. Meyer:

I have received many favorable comments on the film program produced and televised by WCIA depicting the Supreme Court, its functions and the daily lives of its members.

In my opinion, the televising of an educational program of this nature constitutes an important public service for which you deserve a word of commendation. Each resident of Illinois should understand his state government. WCIA has contributed greatly to this objective.

Sincerely,

George W. Bristow

GWB/rj

WCIA presented

A documentary report on the Supreme Court of the State of Illinois

Another example of the WCIA Program committee's planning.

WCIA
channel three
champaign ill.

National Representative
GEORGE P. HOLLINGBERY

AUGUST C. MEYER
president

CLARA R. MEYER
vice pres. & chairman of program committee

GUY F. MAIN
vice pres. & dir. of sales

JAMES F. FIELDING
asst. sec.-treas. & prod. mgr.

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

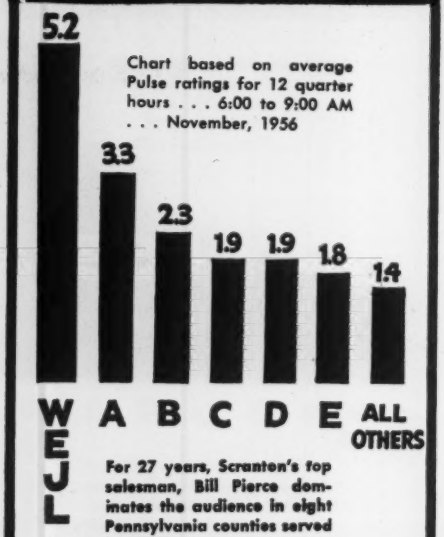


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL
The Scranton Times
SCRANTON, ... PENNA.

"GEE! There's the beer for me!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

Blair-Tv's Weldon on Leave To Oversee Family Properties

WILLIAM H. WELDON, president of Blair-Tv, has taken a leave of absence from the tv station representation firm to supervise family radio and newspaper properties while his mother-in-law, who operates the properties, recuperates from a severe illness.

Jack Denninger, Blair-Tv vice president, is taking over Mr. Weldon's duties during this period. Mr. Weldon is expected to be away for "the next few months."

The changes came when Mrs. Lenore R. Goshorn, mother-in-law of Mr. Weldon and operator of KWOS Jefferson City, Mo., and the *Jefferson City Capitol News* and *Post-Tribune*, suffered a stroke. Doctors reported her chances for recovery are good.

Mr. Weldon has notified Blair-Tv client stations that Mr. Denninger, "with whom I have worked very closely, will take over during my absence, and John Blair will be working with him on a daily basis. Being in Missouri, I will be near our St. Louis office and will keep in touch with our organization and stations by phone and through frequent trips to New York."

KVIP (TV) Goes to Maximum Power

CELEBRATING its first anniversary last Thursday, KVIP (TV) Redding, Calif., increased its power to the maximum 316 kw, according to George C. Flaherty, president and general manager. Mr. Flaherty also announced the appointment of Ted Dooley, KVIP program director, as manager of the new KVIP Radio, which is scheduled to begin operations in October with 1 kw on 540 kc, sunrise to sunset.

CRUMLEY BOEHM O'GRADY

Crumley, Boehm, O'Grady Named In Expansion at Adam Young

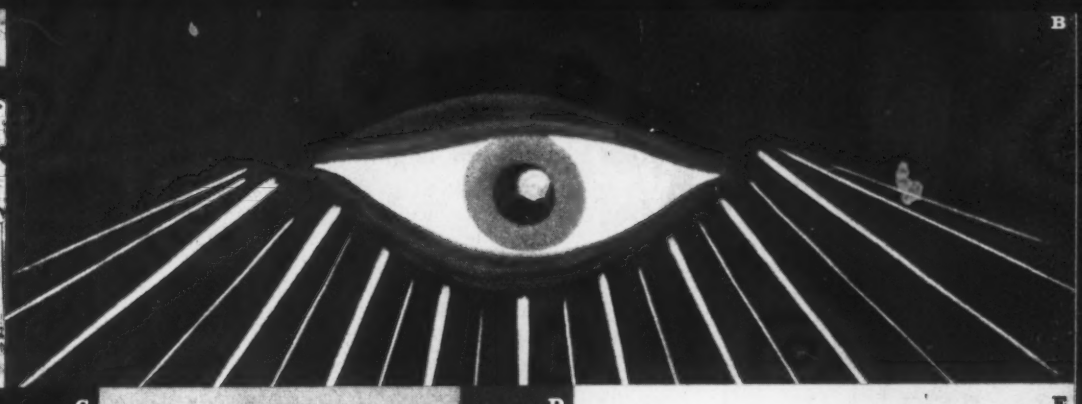
AS part of an expansion program at Adam Young Inc., station representative, Adam Young, president, last week announced the promotion of a group of key executives and the addition of personnel to the staff.

William Crumley, who has been with the organization almost two years, has been advanced to the newly-created post of assistant to the president. Mr. Crumley has been vice president in charge of research. Earlier he had been with The Pulse.

Frank Boehm, head of radio research, has been promoted to vice president in charge of radio and television promotion and sales service. James O'Grady, recently transferred from New York to Chicago as midwest sales manager, has been appointed vice president in charge of midwest sales activity. Robert A. Burke, an account executive in New York, has been advanced to eastern sales manager.

New personnel in New York, Mr. Young said, include Barbara Witzell and Nicholas O'Neill, assigned to the research staff, and James P. Smith formerly with Procter & Gamble, who has joined the sales staff. The Chicago radio sales staff has been augmented by the transfer of Robert F. Richer from New York and the addition of William E. Miller, previously in the insurance field.

DISCUSSING the representation campaign to be carried out by newly-appointed national sales representative, Adam Young Inc., are these top officials of WSAI-AM-FM Cincinnati and Young (l to r): Lu Bassett, WSAI national sales manager; Harold Parry, WSAI vice president and local sales manager; Sherwood R. Gordon, president of the Gordon Broadcasting Co., WSAI licensee; Stephen A. Machcinski, sales manager for Young; Fred L. Bernstein, executive vice president of Gordon Broadcasting and managing director, WSIA; Arthur Plaut, WSAI promotion director and assistant to the president; Adam Young, president of the representation firm, and Frank Boehm, Young vice president for radio-tv promotion and sales service.



How well do you know the Boston market?

With 33 years of service in the Boston area, no one knows the land of the cod as WEEI does. Pictured above are just a few of the sights familiar to the natives.

A. Religious figures of Samuel, David and Solomon carved in bas-relief, Trinity Church entrance.

B. Masonic symbol on ceiling of ballroom, General Salem Towne House, Sturbridge Village.

C. Kresge Chapel, M.I.T., conceived by architect Eero Saarinen.

D. Tattoo sign hanging in one of Boston's amusement sections, Scollay Square.

E. Hand of Phillips Brooks statue created by sculptor Saint-Gaudens for Trinity Church, Copley Square.

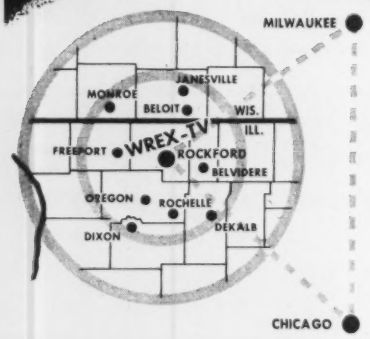
F. WEEI's popular disc jockey Tom Russell who recently was awarded first place in Pepsodent's national promotion contest. Tom is featured on his own early-morning show, plays to Boston's huge morning in-and-out-of-home audience.

Familiarity with the Boston market, we're convinced, can breed sales for your product. Witness Pepsodent's recent nation-wide promotion contest. Of the 175 disc jockeys from all over the country who participated, WEEI's Tom Russell won first prize for his creative and original approach—an approach tailored to the special interests of his vast Boston audience. Tom's efforts (for which he won a $6000 swimming pool) are typical of the support WEEI renders its clients: strong in merchandising, strong in promotion, strongest in sales. When you invest in WEEI air time, you're assured of profitable audience returns. That's because WEEI knows the Boston market and Bostonians know, like, and believe in...WEEI.

WEEI

WREX-TV

REIGNS SUPREME OVER A *KING SIZE* MARKET



A POPULATION of over one million . . . an estimated 305,921 TV households in grade A, B, and C coverage area where retail sales total close to one and a third billion dollars!

WREX-TV brings viewer-preferred CBS and ABC network programs to the great Illinois/Wisconsin market, outside the influence of Chicago and Milwaukee TV coverage.

THE ONLY VHF STATION SERVING THE ROCKFORD AREA

An estimated 43,545 households have television in Rockford area alone!

Survey after survey of 14 counties indicates uncontested dominance of Northern Illinois-Southern Wisconsin area by WREX-TV

Comparative 1/4 hour ratings:

WREX-TV (VHF) - - 440
Station "B" (UHF) - - - - 0

Uncontested dominance of the Rockford area.

CBS-ABC Affiliations
telecasting in color

J. M. BAISCH, General Manager

Represented by H-R Television, Inc.

WREX-TV
CHANNEL 13
ROCKFORD
ILLINOIS

PGW Ad Drive Accelerates Pitch for Nighttime Radio

A CONTINUING drive by Peters, Griffin, Woodward, station representatives, extolling nighttime radio as an advertising vehicle, moved into high gear last week.

PGW ran quarter-page advertisements in Tuesday editions of the *New York Times*, the *New York Herald Tribune*, the *Wall Street Journal*, the *Chicago Tribune*, the *Detroit News*, the *Atlanta Constitution-Journal*, the *Fort Worth Star Telegram*, the *Los Angeles Times* and *San Francisco Chronicle*.

In an "open letter," PGW addressed itself to "all advertisers and their agencies who may still doubt the value of nighttime radio."

The advertisement noted that "five years ago many of you withdrew from radio advertising" but "two years ago most of you reappraised the medium and returned to radio in the popular 'morning time,' from 6:30-9 a.m."

PGW then asked, "Are you willing to take a good look at nighttime radio? If you will, the facts speak strongly for your return to nighttime radio." The ad summarized key conclusions, including home and automobile radio use in the nighttime compared to daytime hours, cost-per-thousand figures and number of impressions delivered, which were developed by PGW in cooperation with a survey of The Pulse Inc. (studied were 23 stations represented by PGW in various-sized markets and covering more than 31% of all U. S. population).

According to PGW, the newspaper advertisements were part of a continuing campaign to "excite a lot of attention" for nighttime radio. Other parts of the campaign: self mailers and other promotion and sales tools.

By Wednesday, PGW offices in New York, Hollywood, Chicago, San Francisco, Fort Worth and Atlanta, were reporting a response from advertisers and their agencies. In New York, for example, within two hours after the PGW office opened for business on Tuesday, 11 phone calls were received requesting copies of the study. By Wednesday, six letters arrived in the morning mail.

PGW spokesmen said they were quite pleased with the quality of the inquiries, many of them from important advertisers or from their agencies. Some were from top national spot users, others from advertisers who have been out of spot and still others who are not in radio.

Some stations which saw the advertisements have requested copies of the study, PGW spokesmen noted.

Maupin Elected KBKC President

TOM MAUPIN, formerly a travel and tour expert specializing in arranging delegations of radio and tv executives to Russia and Eastern Europe, has been elected president of KBKC Mission (Kansas City), Kan., according to an announcement from the station. KBKC, operated by Mission Broadcasters Inc., plans to be on the air by Sept. 1 "for the Labor Day Weekend."

MR. MAUPIN

Tom Beal, former commercial manager of KLWN Lawrence, Kan., is KBKC general manager. John Humphreys, onetime engineer for KOAM Pittsburg, Kan., is KBKC station manager.

PRIOR to the official opening of St. Louis' Media Club, formed by representatives of the various communications media, Mayor Raymond R. Tucker (second from r) joins Robert F. Hyland (second from l), president of the club and general manager of KMOX St. Louis, C. Arthur Weis (r), president of the *Globe-Democrat* and chairman of the Media Club board, and C. Gordon Heiss (l), president of the Lennox Hotel, home of the Club, in a brief ribbon-cutting ceremony.

BUYERS A-BEGGING, BUT KTTV (TV) WON'T SELL ITS 'STAR SHOPPERS'

ONE of the most profitable programs on KTTV (TV) Los Angeles is a sustainer. Moreover, KTTV is determined to keep it that way, despite offers of exclusive sponsorship by eager advertisers.

The program is *Star Shoppers*, half-hour audience participation show of interviews, quizzes and contests, originating each weekday morning at a different supermarket in the greater Los Angeles area. In its more than four years on the air, *Star Shoppers* has been broadcast from more than 1,000 stores, from the heart of the city to as far away as Catalina Island. The show's master of ceremonies, Bill Welsh, has interviewed thousands of women, has given as prizes more than 14,000 shopping bags containing over 200,000 grocery and drug items with an estimated value in excess of $150,000, as well as trips to vacation spots as far away as Hawaii.

Each merchandise prize is mentioned and displayed as it is awarded and the average audience of over 125,000 viewers also sees the point-of-purchase displays of KTTV-advertised products erected in the store in advance of the telecast. All advertisers of food and drug products on KTTV are eligible to participate in *Star Shoppers*, with their advertising expenditure on the station determining the extent of their participation.

The "one-star" minimum participants get air mentions when their product is used as a prize, air mentions through use of the product in contests to tie in with special promotions and shelf-strip coverage. Maximum "four-star" participants get those three benefits plus camera panning across stacks, "feature of the day" box atop floor stacks, shelf-talkers, floor stacks all the time, preferred list for dealer tie-in ads all the time, merchandising spot-check reports and priority on the time of the KTTV merchandising manager or field merchandising representative.

Three weeks before the date of the *Star Shoppers* telecast from any store, KTTV's merchandising manager, Al Pryor, contacts the store management to verify that an adequate supply of products of the station's advertisers is on hand for both display and sales purposes. He also arranges for the advertisers' products to be featured and sales-priced in the store's special newspaper ads promoting the program and the KTTV-advertised products. The station provides the store with newspaper mats of all sizes and sample full-page and double-truck layouts.

One week before the telecast, KTTV field merchandising men arrive at the store to build floor stacks and displays of the products and completely decorate the store with special display material announcing the event and publicizing the program as well as the advertisers' products. The fact that *Star Shoppers* will originate from a particular store is announced on the program during the five preceding telecasts, which urge people of that community to be on hand for the neighborhood television event.

The program display material includes banners mounted on wire hangers over 25 feet long and 3 feet deep, window and outdoor posters, checkstand stickers, aisle easels, shopper invitations and smock ribbons for store personnel. Point-of-sale pieces for KTTV advertisers are stack display cards and traffic stoppers which KTTV imprints with the advertisers' names, tv programs, times, days and station, as well as photos of the program stars. In addition, shelf strips are stamped with advertisers' names and mounted on market shelves, refrigerators or freezers. Photos of products awarded as prizes during the telecasts are prominently displayed on double-faced aisle easels.

The program itself offers on-the-air promotion in a variety of ways: by showing merchandise displayed in the store as the camera pans the shelves at the start of the ment of the children and also to give their mothers more time to shop and to enjoy the program.

KTTV provides participating advertisers with advance schedules showing the stores from which the program will originate for the next five weeks, allowing plenty of time for the advertiser to tie in with special promotion and to make sure that the store has plenty of his product on hand. Some alert advertisers use this as a wedge to gain acceptance for their products and to get larger orders for display purposes.

Star Shoppers provides a plus for participating KTTV advertisers and for the stores from which the telecasts originate at no expense to either, with KTTV picking up the tab for the whole show. Is this worthwhile for KTTV? Here's how John Vrba, sales vice president of KTTV, answered that question:

"We wanted to establish ourselves as the number one food station in Los Angeles, the nation's second largest food market. We wanted to find a program that tv could use in the same way a newspaper uses a tearsheet, a way to bring the advertiser's tv schedule to the point of sale, to provide something that the store manager as well as the consumer could see.

"We developed *Star Shoppers* to do that job and the fact that it is now well into its fifth year on the air, five days a week, shows that it's done it to our satisfaction. The program has more than paid for itself. During the first week of March, there were 81 products sold in food stores advertised on KTTV, compared to 59 on the second station and 49 on the third. This is especially important, because more than 40% of all advertising falls into this category."

No wonder that the sales department of KTTV is convinced one of its most profitable programs is a sustainer— *Star Shoppers*.

AT 1,000TH TELECAST: Bill Welsh (left) interviews KTTV (TV) Sales Vice President John Vrba on the station's supermarket show.

Gent Heads New Detroit Offices Of H-R Representatives, H-R Tv

FORMAL opening of a Detroit office for H-R Representatives Inc. and H-R Television Inc. is scheduled to take place today (Monday). The office, headed by Andrew M. Gent, formerly Detroit radio and tv representative for Capper Publications, is located at 1065 Penobscot Bldg., Detroit 26 Telephone: Woodward 1-4148).

MR. GENT

Dwight S. Reed, H-R vice president and manager of the company's Chicago office, said the new office has been established to provide "better and more up-to-the-minute service for stations and agencies in one of the nation's great manufacturing centers." He pointed out that "with automotive products one of the largest classes of advertisers in radio, and with more and more automobile companies getting on the tv bandwagon, H-R took the necessary step to furnish full-time representation in Detroit."

H-R now has offices in ten cities: New York, Chicago, San Francisco, Hollywood, Dallas, Atlanta, Houston, New Orleans, Miami and Detroit.

TAXIS TELL TALES

KGW Portland has added 60 exclusive news correspondents to its local staff in the persons of Radio Cab Co. drivers who, day and night, all through the week, will report general news stories directly to the station from their taxi shortwave sets. These cab correspondents will supplement KGW's own two shortwave-equipped radio cars, the station said.

Goodwin Group Buys KRIG

KRIG Odessa, Tex., 1 kw fulltime outlet on 1410 kc, has been sold to Radio Odessa Inc., headed by Carl Goodwin, for $100,000. The sale was negotiated by Hamilton, Stubblefield, Twining & Assoc. Mr. Goodwin, recently with Dow Chemical Co., Houston, was formerly at WCHV Charlottesville, Va. He will be president and general manager.

WCBS-TV Buys Post-'50 Films

PURCHASE by WCBS-TV New York of 100 feature films—40 of them post-1950 releases—was announced jointly last week by Hal Hough, the station's program manager, and William C. Lacey, film manager. The cost of the films, obtained from United Artists Corp., Associated Artists Productions and National Tv Representatives Inc., is estimated at more than $600,000.

The United Artists package, all post-1950 products, contains 28 films. The 12 post-1950 features from National Tv Representatives Inc. are British-produced. The AAP acquisitions are 60 Warner Bros. features.

Rev. B. Bryan Musselman, 66, Dies; Owned WSAN Since 1924

FUNERAL services were held last Monday for the Rev. B. Bryan Musselman, 66, owner of WSAN Allentown, Pa., who died July 27 at Allentown Hospital. He had been a broadcaster since 1923.

REV. MUSSELMAN

As a young Mennonite clergyman in that year, Rev. Musselman began a daily broadcast on WCBA (now WSAN), the first regularly scheduled program on the station. He purchased WSAN in 1924 and continued the program until the time of his death. Rev. Musselman retired from his pastorate of the Mennonite Brethren in Christ Church in 1947 and since that time had been active in management of the station in cooperation with his daughter Olivia M. Barnes, commercial manager, and his son Reuel, chief engineer.

Mr. Musselman developed WSAN from a small one-room leased studio in 1924, a 100-w operation, to its present status as a 5 kw CBS affiliate on 1470 kc, with modern studio and office building. He was active in both NARTB and the Pennsylvania Assn. of Broadcasters. He is survived also by his wife, Cora.

Sidley Suit Set Aug. 8

A SUIT by Morton Sidley, general manager of KLAC Los Angeles, for $620,000 against KFWB that city, where he formerly was general manager, has been set for hearing Aug. 8 in the Los Angeles Superior Court. An out-of-court settlement was thought to have been reached in the suit, which also names Harry Maizlish, former owner of KFWB, and the station's present owner, Crowell-Collier Corp., as defendants [AT DEADLINE, July 22], but a last-minute breakdown in negotiations put the case back on the court calendar. Mr. Sidley charges that his contract with KFWB entitled him to 10% of the sale price of the station plus other benefits which were not received.

WMAL-TV Goes to Top Power

WMAL-TV Washington switched to maximum power, 316 kw visual on ch. 7, Thursday, immediately on receiving FCC authorization of the boost. The station had been operating on 252 kw since September 1955. WMAL-TV is the third tv outlet in the four-station Washington market to operate at top power.

...its words to the wise are sufficient

"After using TelePrompTer in our station for one year, I am thoroughly convinced that it is one of the most necessary investments for a station in a secondary market. I wish I had listened to your argument and installed TelePrompTer three years ago."

Mr. Ray Trent,
Program Dir.
KDUB-TV
Lubbock, Texas

Utilized by TV stations, network and film programs . . . recognized as an integral part of speech communications everywhere.

TELEPROMPTER CORPORATION
Jim Blair, Equip. Sales Mgr.
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

For the ultimate in rear screen projection . . . it's the new TelePro 6000

KWRE—WRITES:

"The fringe areas are no longer fringe areas and the entire primary area is like our back yard."

RADIO STATION
KWRE
730 ON YOUR DIAL

W. T. ZIMMERMAN
OWNER AND MANAGER
STUDIO AND TRANSMITTER
WARRENTON, MISSOURI
REMOTE STUDIOS
ST. CHARLES, MISSOURI
WASHINGTON, MISSOURI

CLEAR CHANNEL COVERAGE
THE COUNTRY STATION THAT GOES TO TOWN
WARRENTON, MISSOURI

Mr. Paul Timpe
Gates Radio
Quincy, Illinois

April 24, 1957

Dear Paul,

We received, installed and are using the Gates "Sta-Level". Why didn't you sell us one eight years ago? No kiddin', nothing else we could have done around here would have produced the miraculous results of the "Sta-Level".

The fringe areas are no longer fringe areas and the entire primary area is like our back yard. It sure makes the modulator tubes work for a living.

Another problem solved for us by "Sta-Level" was the problem of controlling signal level from our two remote studios. With all due respect to the operators at these studios, the level reaching the main console varies rather badly. "Sta-Level" called a quick halt to this. Since we broadcast four hours a day from remote, the savings in operator time at the main console is obvious.

For the price you can't begin to buy anything else that will do as much for station operation. My congratulations on a truly fine piece of equipment.

Very truly yours,

Richard A. Cole
Chief Engineer, KWRE

The "Sta-Level" automatic program level amplifier can produce the same results for your station, too. For $235.00, you can't begin to buy anything that will do as much for station operation.

Place your order today at any Gates office.

GATES

The Mark of Quality

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA
INTERNATIONAL DIV. 13 East 40th St. New York City — In Canada, CANADIAN MARCONI COMPANY

Triangle Opens Drive For Uhf Conversions

A DRIVE to persuade 60,000 Lancaster, Pa., families to convert to uhf was initiated last Monday night by Triangle Publications (WFIL-*Philadelphia Inquirer*). The objective of the campaign is to develop a substantial uhf audience in Lancaster County for Triangle's ch. 15 WLBR-TV Lebanon.

Lancaster is a little over 20 miles south of Lebanon, where Triangle recently took over the dark WLBR-TV from *Lebanon News* owners. The ch. 15 station operated for a year, going dark in 1954. The Philadelphia publishing-broadcasting firm bought the station last year for $115,000. Following FCC confirmation, the purchase was held up by protests from Harrisburg and York uhf stations. The Commission affirmed its approval early this year, and WLBR-TV was put back on the air last May. The ch. 15 station uses 129 kw radiated power from a tower 880 feet above average terrain atop Mt. Gretna, seven miles south of Lebanon. The tower is 572 feet above ground.

The uhf drive, entitled "Operation Bow-Tie" for the bow-tie antennas used to receive uhf, began several weeks ago with teaser advertisements in the Lancaster newspapers (*Intelligencer-Journal* and *New Era*) plus spots on WLBR-TV. Triangle played host to 150 Lancaster area dealers, servicemen, manufacturers' representatives, local and trade press editors and others at a Monday night dinner in Lancaster.

FOOD FAIR, a regular advertiser on WDAU-TV Scranton, Pa., made sure customers would know the location of its new northeastern Pennsylvania store by telecasting the opening July 10. Participants in the half-hour morning remote included (l to r) Murray Keltz, manager of the new Food Fair market; Tom Powell, news and public affairs director of WDAU-TV; Myer B. Marcus, executive vice president, Food Fair, and Mayor James T. Hanlon of Scranton.

The details of the $25,000 promotion campaign, to last 13 weeks, were outlined at the dinner meeting by John D. Scheuer Jr., Triangle public relations and programming director, and by Frank B. Palmer, WLBR-TV general manager.

The campaign is based on WLBR-TV's programming concentration of 2,500 motion pictures from the libraries of MGM, Warner Bros., 20th Century-Fox, RKO and others. Window streamers, cutouts, program giveaways, on-street models and prizes (a swimming pool, trips to Atlantic City, television sets, etc.) are part of the promotional effort. The retail promotion is backed by newspaper advertisements and radio and tv spots. Triangle officials said more than 90 of Lancaster County's dealers had signed up for the drive.

Besides motion pictures, WLBR-TV also will feed the WFIL-TV *Bandstand* program to Lebanon-Lancaster viewers. This program will be picked up off-the-air from Triangle's Philadelphia outlet. WLBR-TV also will furnish local news-weather and public events programs to viewers.

WLBR-TV is being operated as an independent outlet. It signs on at 2 p.m. and signs off at 11:15 p.m. or later each day.

With its present facilities, according to the station, WLBR-TV's Grade B contour reaches beyond Shamokin, Pa., in the north, Reading, in the east, Harrisburg, in the west, and below York in the south. This encompasses a population of almost 1.5 million, the station said, numbering over 400,000 families.

In the Lancaster area, WLBR-TV's competition is ch. 8 WGAL-TV Lancaster, which has been operating since 1949 with NBC and CBS affiliation. WGAL-TV is a Steinman property, which also includes the two Lancaster newspapers. A major part of Lancaster also receives programs from the three Philadelphia vhf stations (WFIL-TV, WCAU-TV and WRCV-TV) and the single Wilmington, Del., station (WVUE [TV]). It also receives uhf signals from the two Harrisburg (WTPA [TV] and WHP-TV) and two York (WSBA-TV and WNOW-TV) stations.

Besides WLBR-TV and WFIL-TV, Triangle also owns WFIL-AM-FM Philadelphia, WFBG-AM-TV Altoona, and 50% of WHGB Harrisburg, all Pa., WNHC-AM-FM-TV New Haven, Conn., and WNBF-AM-FM-TV Binghamton, N. Y.

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NOVELTY (DANCE & JAZZ) MUSIC*

MONTHLY FEES

1 yr. contract	2 yr. contract	3 yr. contract
$25.00	$22.50	$20.00

* *one of the 9 sections available from*
The SESAC Transcribed Library

THE NOVELTY (DANCE & JAZZ) MUSIC SECTION CONTAINS:

- 1252 dance and jazz selections as well as polkas, mambos, rock 'n' roll, novelties.
- Excellent program notes for each selection.
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SESAC INC.
THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

WERE-FM Adds Transit Audience

WERE-FM Cleveland last month added Rapid Transit terminal traffic to its listenership. With installation of station loudspeakers at the Union Terminal platform, which serves the city's commuter trains, the station also planned to extend service to 12 Rapid Transit stops.

WERE-FM arranged with Cleveland Transit System to make the installations at its own expense and to broadcast music, news and sports at stops for a trial period. Cleveland newspapers covered the new service in issues the week of July 22, and the Scripps-Howard *Cleveland Press* registered strong editorial opposition. Scripps-Howard Radio owns WEWS (TV) Cleveland and broadcast properties in other cities.

Broadcaster-Publisher Metcalf, WEAN President, Dies at 67

GEORGE PIERCE METCALF, 67, president of Providence Journal Co., Providence, R. I., died July 27 of a heart ailment. He was stricken aboard his yacht off Provincetown, Mass., after a day's illness.

Mr. Metcalf was president of WEAN Providence, operated by the newspaper company, publishers of the *Providence Journal* and *Evening Bulletin*. He was an active leader in Rhode Island business, civic and charitable enterprises.

A graduate of Harvard in 1912, he served in the Army in World War I. He was a military courier in connection with the Versailles Peace Conference. He became vice president of the Journal company in 1931 and president a decade later. WEAN took to the air in 1922.

Survivors include his widow, a son, Michael P., and two daughters.

WRCA-AM-FM-TV Moving Day

ALL broadcast operations of WRCA-AM-FM-TV New York will be housed in the RCA Building effective Aug. 12 when WRCA-TV's operating facilities and staff move from the 67th Street studios currently used, according to William N. Davidson, general manager of the stations. WRCA programs already originate at the RCA Building.

DOING DOUBLE TIME

WARL-AM-FM Arlington, Va., and WTTG (TV) Washington, D. C., across the Potomac, are under separate ownership and management, but the two stations' staffs are amazingly similar. Weldon Walker doubles as a WARL disc jockey and WTTG night announcer. Max Reznick, associated with the Arlington radio station for 10 years, also has his own Sunday show on the Washington tv station. Jock Lawrence, WARL morning man, has hosted a program on WTTG, while Don Owens, WARL's chief announcer, shortly will have a Saturday night hour show on WTTG.

REPRESENTATIVE APPOINTMENTS

KDEN Denver, appoints Breen & Ward, N. Y.

KFSA-AM-TV Fort Smith, Ark., names Venard, Rintoul & McConnell, N. Y.

KILT Houston Tex., appoints John Blair & Co., N. Y.

STATION SHORTS

WBBM-TV Chicago, appoints Calkins & Holden, same city, to handle its advertising, including broadcast and print media.

KBIF Fresno, Calif., reports April-June was highest quarter saleswise in station's 10-year history, with June best month, running 420% ahead of March.

WBUF (TV) Buffalo, N. Y., reports new antenna will be used in transmitting signal of 1 mgw, double present power.

KTXL-TV San Angelo, Tex., changes call letters to KCTV (TV). Address: P. O. Box 1941. Tel: 7183.

WPST-TV Miami, Fla., appoints Southern Adv. Inc., same city.

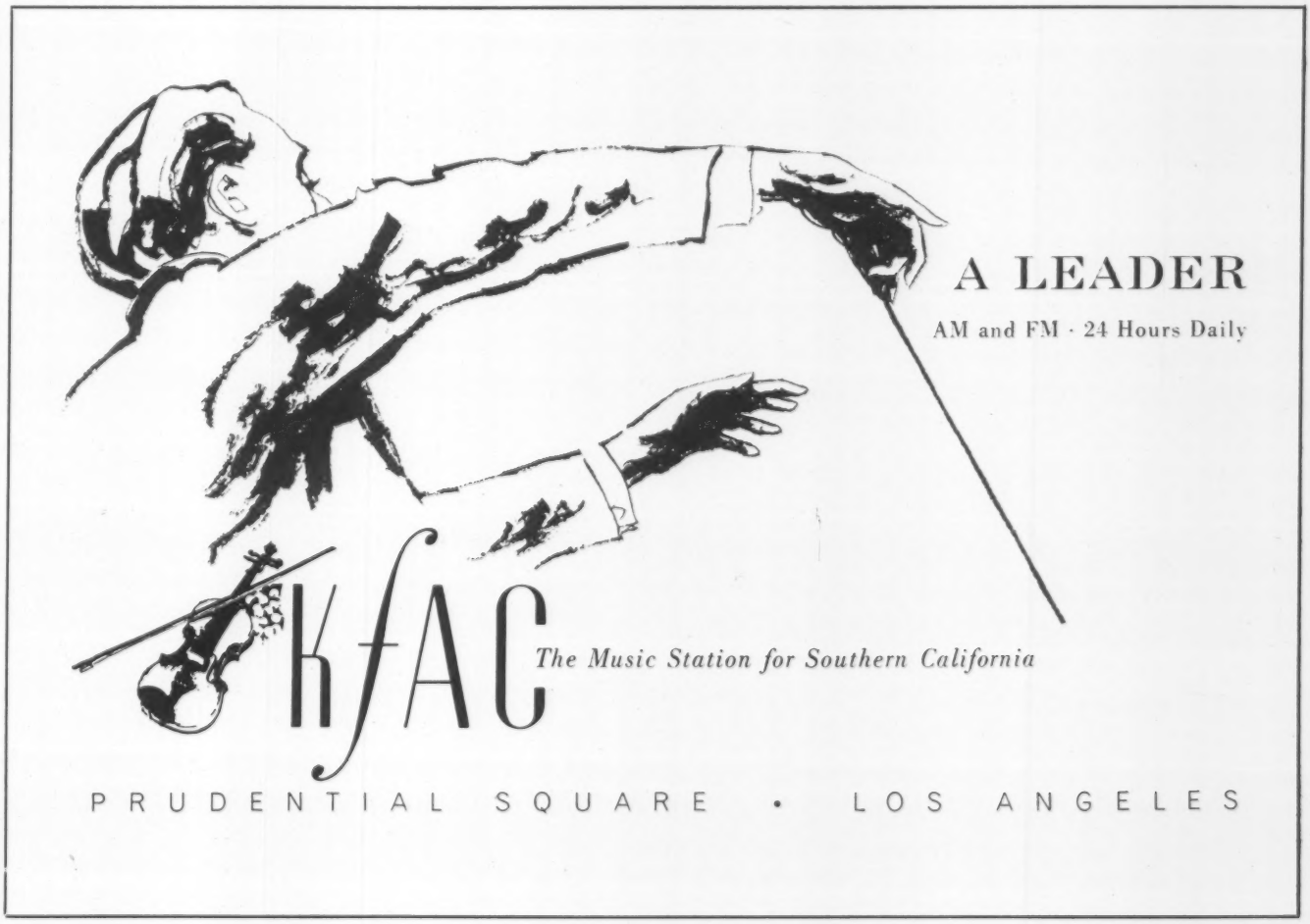
WWTV (TV) Cadillac, Mich., opens new executive offices in Arcade Bldg., 417 N. Mitchell St.

WICC-TV Bridgeport, Conn., announces completion of negotiations whereby station's studio and sound stage facilities will be utilized by **Valho Films Productions Inc.** for making industrial and commercial motion pictures.

WICS (TV) Springfield, Ill., plans to launch partial colorcasting operations Sept. 2, receiving transmission of NBC-TV programs. World Series colorcasts, plus those on NBC-TV's fall program schedule, will be carried locally.

KBND Bend, Ore., increased daytime power from 1 kw to 5 kw.

KVAN Vancouver, Wash., appoints Jack Clenaghen Adv., Portland, Ore.



SOLONS ASK TAX RELIEF FOR UHF

- **Magnuson, Harris seek to end 10% all-channel set tax**
- **Letter to House unit calls step 'essential' to uhf-vhf**

THE chairmen of the Senate and House Commerce Committees, in a joint letter written for release today (Monday), urged the House Ways & Means Excise Tax Subcommittee to eliminate the 10% federal excise tax on all-channel tv receivers.

The letter, from Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), was addressed to Rep. Aime Forand (D-R. I.), chairman of the House subcommittee.

And, during the past two weeks, three congressmen have introduced bills identical to one introduced July 12 by Rep. Frank Ikard (D-Tex.) which would eliminate the tax on uhf sets. The latest bills were sponsored by Rep. Edward P. Boland (D-Mass.), Rep. Carroll D. Kearns (R-Pa.) and Rep. Merwin Coad (R-Iowa).

Sen. Magnuson and Rep. Harris told Rep. Forand that elimination of the 10% tax on all-channel receivers is necessary as an essential step in the full development of a nationwide tv system using both uhf and vhf tv channels. "Unless something can be done immediately to improve the use of uhf channels, the development of a nationwide, competitive television system with multiple outlets to many communities will be doomed," they said.

"As chairmen of the Senate and House Committees on Interstate & Foreign Commerce having responsibility in this field, we are gravely concerned because the future of our entire broadcast system appears to be at the crossroads." The two lawmakers said that uhf channels are falling into disuse, citing the approximately 90 uhf stations currently on the air as opposed to the 1,319 uhf channels available.

Almost everyone who has examined the uhf problem, they said, has agreed that the first essential step in making uhf competitive is to eliminate the excise tax. This, the industry agrees, would lead to the production of all-channel sets. Of the approximately 40 million tv sets in the U. S., only about 7 million are equipped to receive the upper 70 channels.

Messrs. Magnuson and Harris argued that elimination of the tax would not result in a loss of revenue for the Treasury Dept., as has been claimed by opponents of the proposal, but actually would increase revenue in the long run. This would be accomplished, they said, by increases in (1) the number of stations operating, (2) sales of tv sets, (3) sales of parts and services, (4) advertising billings and (5) new employment. "This resultant expansion in broadcasting activity and in business generally would produce increased revenues on a scale which would far exceed those lost through granting excise tax relief," they argued.

It was stressed that the elimination of the tax "is not for the benefit of the uhf station owner, the television manufacturer, or even of future purchasers of tv sets. . . . It is, rather, a simple and effective way of dealing with one of the root causes of a dangerous situation which threatens the future of American television.

"We cannot emphasize too strongly that time is running out. Unless action is taken in the very near future many areas of the U. S. will be doomed to limited tv service and a vast majority of our small business people will be unable to use television, particularly in the prime hours, to advertise their products.

"On the basis of all the information available to us, we urge your committee to take the necessary steps to remove the excise tax on all-channel tv receivers and this in turn will contribute greatly to the development of uhf telecasting and the public interest will be very substantially served in this vital field," Messrs. Magnuson and Harris said in closing their plea.

Before releasing their letter, Sen. Magnuson and Rep. Harris had an informal conference with Rep. Forand, who assured them of the opportunity to submit further information when his subcommittee takes up the excise tax question. No date has been set for such hearings, and a committee spokesman said none is expected during the present session of Congress.

In introducing his bill, Rep. Boland cited a case in his home state. He said an unfair situation exists because a set-owner in Springfield (with two uhf stations) must pay approximately $30 more for his set than a person in Boston (with three vhf outlets). "Enactment of this legislation by Congress would be immeasurably significant to the growth of television and vital to consumer-buying fairness for the general public," he said.

All four bills have been referred to Mr. Forand's subcommittee.

Sitrick Quits NARTB to Join FCC as Doerfer Legislative Aide

JOSEPH M. SITRICK, one-time newsman, broadcaster, and most recently manager of special projects for the NARTB, returns to the government Aug. 26 as legislative assistant to FCC Chairman John C. Doerfer [CLOSED CIRCUIT, July 29].

MR. SITRICK

At NARTB he has had varied responsibilities which also included the management of membership participation, plus the association's publicity and information services. Before that he served in the State Department and the U. S. Information Agency about six and a half years. His last federal assignment was assistant chief of USIA's international press service. Prior to that he handled public relations and congressional liaison for the Assistant Secretary of State for Public Affairs.

Mr. Sitrick's news gathering experience included a two-year stint with B•T at the newsweekly's New York bureau and Washington headquarters where he covered the government beat, particularly Congress. Years before that he was a reporter for the *Davenport* (Iowa) *Daily Times*.

Early in his career, Mr. Sitrick was an announcer-newscaster for WHBF Rock Island, Ill., and assistant program director of WSUI Iowa city, Iowa.

During World War II he saw 15 months of Navy combat duty in the Pacific as a lieutenant before returning to Washington as assistant chief and a production director of the Armed Forces Radio Service.

Before taking a BA degree from the U. of Iowa, he won a four-year scholarship for Iowa state championships in oratory and debate. He was born in Moline, Ill.

Chelf in Letter to Doerfer Denies He Is Pay Tv Advocate

REP. Frank Chelf (D-Ky.), who a fortnight ago asked the FCC to authorize a pay tv test [B•T, July 22], last Tuesday made it plain that he is not an advocate of pay tv and that his statements were not to be construed as a "personal attack" on Rep. Emanuel Celler (D-N. Y.).

A letter to FCC Chairman John C. Doerfer from Mr. Celler, questioning the Commission's authority to authorize toll tv [B•T, July 15], prompted Rep. Chelf to give his views to the Commission. In his letter, Mr. Chelf took exactly the opposite view as that taken by Rep. Celler.

On the House floor last Tuesday, the Kentucky Democrat said that he had received a note from Mr. Celler expressing the feeling that "I [Chelf] had almost made a personal attack on him [Celler]." Mr. Chelf replied that he did not doubt Rep. Celler's sincerity or integrity and was sorry if he misconstrued statements in the letter. "I want to apologize to him most profoundly, humbly and wholeheartedly," Rep. Chelf told his House colleagues.

"One of the few times that Chairman Celler [of the House Judiciary Committee, of which Rep. Chelf is a member] and I have been in disagreement is on the question of whether or not the FCC has authority to permit necessary public tests on pay-as-you-see television. He says they do not have the authority; I know that they do have the necessary authority."

Mr. Chelf also said that news stories on his letter to Mr. Doerfer appearing in Kentucky newspapers "seemed to have more or less confused the public as to my position. My whole interest in the pay tv controversy has been to urge that the FCC . . . authorize the trials and tests that are absolutely necessary in order that the American people may be privileged to arrive at a verdict."

He said that he has received a large amount of mail on the subject and most of it favored a test of toll tv. He asked that his letter to Mr. Doerfer be printed in the *Congressional Record* "in order to clarify my stand on this very important matter. I do this in the hope that such will clarify my true and exact position—publicly and pri-

PLANNING A RADIO STATION?

RCA
PROGRESS
PURCHASE
PLAN

Flexible Financing for Broadcasters

RCA

The RCA PROGRESS PURCHASE PLAN

makes it easy to get equipment —as you need it

By means of this flexible financing plan you can arrange for the minimum amount of equipment to begin operation. Then as you progress and require more equipment, it can be purchased easily, without the need for ready cash.

Why not let the RCA Broadcast Representative fully explain the RCA Progress Purchase Plan to you? He can show you the basic equipment needed to get you on the air at minimum investment. He can help you plan now to meet your exact requirements, allowing for future progress and development.

RCA *... your first source of help in station planning*

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

Broadcast and Television Equipment, Camden, N. J.
In Canada: RCA VICTOR Company Limited, Montreal

vately insofar as this matter is concerned."

This position, Rep, Chelf reiterated, is not in favor of pay tv but merely authorization by the FCC of a test so that the public may decide whether or not it wants to pay to see tv in the home.

TWO TV GRANTS IN TEXAS AMONG SIX MADE BY FCC

AMONG six tv construction permits granted by the FCC last week were ch. 7 at Amarillo to Southwest States Inc. and ch. 9 at Monahans to Tri-Cities Broadcasting Co. Both cities are in Texas.

Southwest States is co-owned by Robert D. Houck, his brother Hoyt, Murry Worner and George A. Oliver. The Houcks each own 47% of KAMQ Amarillo, and Messrs. Worner and Oliver are minority stockholders in the station. The grant came just a week after competing applicant Kenyon Brown withdrew [AT DEADLINE, July 29].

The Monahans grantee is owned by a copartnership of J. Ross Rucker and J. B. Walton and his wife. Mr. Rucker owns 36% of KVKM Monahans and the Waltons have oil and cattle interests. Tri-Cities reached an agreement with competing applicant KMPS Broadcasting Co., and will pay the company $3,300 for acutal expenses incurred.

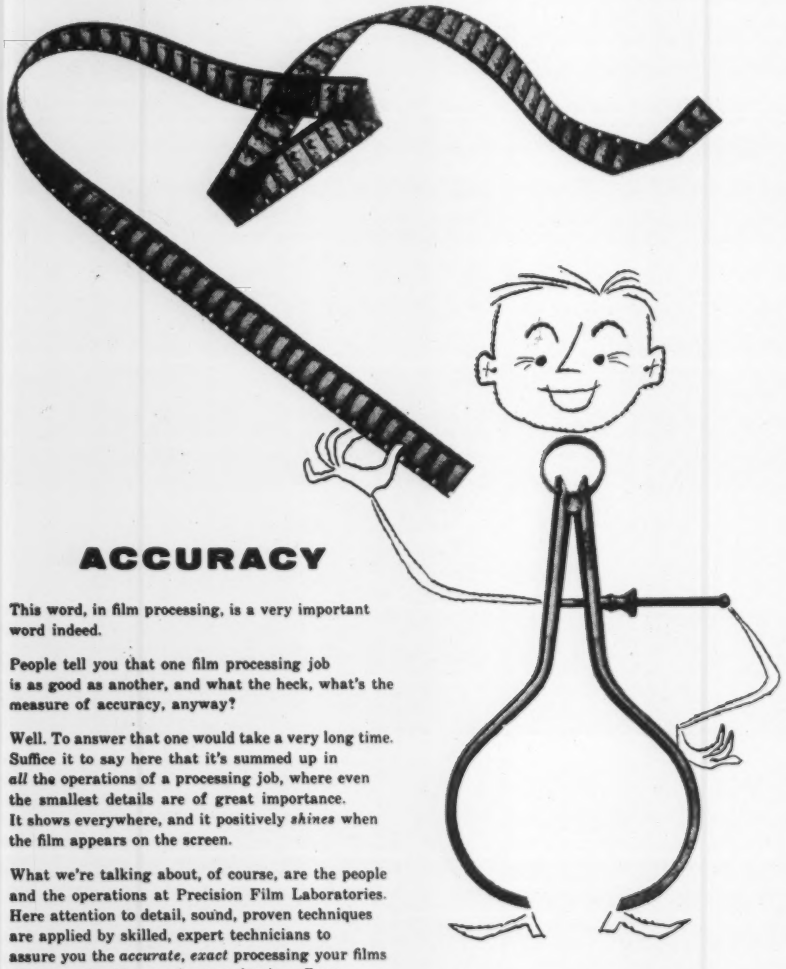
The Commission also made four grants in uncontested applications:

Atlantic Coast Broadcasting Corp. of Charleston was granted ch. 4 in Charleston, S. C. The owners are Charles E. Smith, 40%; George H. Clinton, 40%; David W. Jefferies, 10% and Dorothy A. Marks, 10%. Messrs. Smith and Clinton have interests in WTMA-AM-FM Charleston and WTBO Cumberland, Md. Mr. Clinton also is a stockholder in WCMI-AM-FM Ashland, Ky. Mr. Jefferies has stock in WTMA-AM-FM, WTBO and WNLK Norwalk, Conn. Mrs. Marks has interests in WTMA-AM-FM and WTBO.

State Telecasting Co. was granted ch. 56 in Gulfport, Miss. I. K. Corkern, former owner of WIKC Bogalusa, La., is the owner of the grantee. Mr. Corkern is assistant engineer at WBRZ (TV) Baton Rouge, La., and has farm interests.

Ch. 4 Hay Springs, Neb., has gone to Duhamel Enterprises Inc. Helen Duhamel owns 91% of the grantee and has an interest in KOTA Rapid City, S. D.

Goldenrod Tele-Radio Co. was granted ch. 2 in North Platte, Neb. Goldenrod coowners include J. Williams, 60% owner of KRFC Rocky Ford, Colo., Franklin R. Stewart, attorney, and Alvin E. Larson, contractor.



ACCURACY

This word, in film processing, is a very important word indeed.

People tell you that one film processing job is as good as another, and what the heck, what's the measure of accuracy, anyway?

Well. To answer that one would take a very long time. Suffice it to say here that it's summed up in *all* the operations of a processing job, where even the smallest details are of great importance. It shows everywhere, and it positively *shines* when the film appears on the screen.

What we're talking about, of course, are the people and the operations at Precision Film Laboratories. Here attention to detail, sound, proven techniques are applied by skilled, expert technicians to assure you the *accurate, exact* processing your films deserve to justify your best production efforts.

Accuracy is a must for TV – for industrials – for education – for *all* movies.

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In everything, there is one best . . . in film processing, it's Precision

Commission, in Busy Week, Grants 13 New Am Outlets

THE FCC granted construction permits for 13 new am radio stations last week.

Prince William Broadcasting Co. was granted 1460 kc, 500 w, daytime for Manassas, Va. Prince William owners are attorneys Harold H. Hersch and Edward L. Weaver.

A permit for 1150 kc, 1 kw, daytime, in Ysleta, Tex., has gone to John S. Chavez, Raul G. Amaya, Guadalupe Caballero, Salvador Villareal and Gabriel S. Chavez.

Colonial Broadcasting Co. receives 1600 kc, 500 w, daytime, in Elizabethtown, Pa. Will Groff, announcer-salesman at WNOW-TV York, Pa., will be the owner.

H. Raymond Stadiem, Lester P. Etter and M. Leonard Savage were granted 1580 kc, 500 w, daytime in Columbia, Pa. Messrs. Etter and Stadiem each own 45% and Mr. Savage the remaining 10%. The owners all have interests in WLBR-AM-FM-TV Lebanon, Pa.

Mt. Sterling Broadcasting Co. is grantee of 1150 kc, 500 w, daytime in Mt. Sterling, Ky. R. J. Reynolds and William C. Clay Jr. each own 33.3% and William R. Reynolds and Thomas M. Edwards Jr. own 16.6% each. The owners are in the concrete pipe business.

Max I. Rothman is permittee of 1540 kc, 1 kw, daytime in Tularosa, N. M. Mr. Rothman owns KMFM (FM) Mountain Park, N. M.

Robert L. Howsam is grantee of 1590 kc, 1 kw, daytime in El Paso, Tex. Mr. Howsam has an interest in KTLN Denver, Colo., and owns 30% of the Denver (baseball) Bears.

Adlai C. Ferguson Jr. and Robert E. Hall are grantees of 1480 kc, 1 kw, directional antenna-daytime in Tacoma, Wash. Mr. Ferguson is 91.24% owner of WPRS-

AM-FM Paris, Ill., and Mr. Hall is a Paris businessman.

Norman A. Thomas, realtor, is permittee of 1280 kc, 1 kw, daytime, in Dayton, Tenn.

Cedar Valley Broadcasting Co. is grantee of 1470 kc, 1 kw, directional antenna-daytime, in Waverly, Iowa. Co-owners are Burt N. Murphy, chief engineer at KOEL Oelwein, Iowa, and Wilbur L. Schield, manufacturer.

Arecibo Radio Corp. is grantee of 1230 kc, 250 w, unlimited in Arecibo, P. R. Owners are Manuel A. Cabera, Jose A. Cabera and Felix B. Velez. The Caberas are auto dealers and Mr. Velez has radio-tv management interests.

Palomar Broadcasting Co. is grantee for 1450 kc, 250 w, unlimited, in Escondido, Calif. Neil W. Owen and his wife are the owners. Mr. Owen is a teacher.

Albert J. Williams is permittee of 1460 kc, 1 kw, daytime, in Inglewood, Calif. Mr. Williams is an announcer at KXLA Pasadena, Calif.

Rep. Beamer Said Recovering

REP. John V. Beamer (R-Ind.), member of the House Interstate & Foreign Commerce Committee, is recuperating from an April heart attack at his Wabash, Ind., farm home and does not plan to return to Washington this year. An aide in the congressman's office said Mr. Beamer is progressing rapidly toward complete recovery and plans to be a candidate for re-election in 1958.

FCC Proposes Boosters, If Free of Interference

IT WOULD appear the visit of Colorado Gov. Stephen McNichols to the FCC last month [B•T, July 15] was something of a boost to tv boosters. The Commission last week reluctantly suggested a rule change which would permit an almost unrestricted use of this equipment throughout most of the spectrum conditioned on its capacity to avoid interference.

The industry has until Oct. 1 to comment on the proposed rules issued by the FCC late last month [B•T, July 29]. The proposal would limit vhf booster power input to one watt, establish minimum performance standards, prevent interference and require the inclusion of certain automatic devices to prevent malfunctioning during absentee operation.

Repeater stations also would be required to protect other classes of stations from interference, but receive no such protection themselves. And they could operate as simple co-channel linear amplifiers, or convert to any other vhf or uhf channel which could be used without causing interference to other classes of stations.

But the FCC made it clear that the burden of proof will be on those who can demonstrate that the latest booster engineering techniques are such that their use on the vhf frequencies is "feasible."

The FCC already has endorsed the use of boosters in remote areas for uhf stations with certain restrictions, such as their operation on the same channels with mother stations where signals are merely amplified and retransmitted.

But now that Gov. McNichols has spoken for his state and other difficult reception areas where reception could be improved by the less expensive boosters, the Commission is prepared to let such sponsorship have its day in court—no more, no less.

In this connection, a responsible FCC official said the Commission is willing to do just what its official statement said, "afford the proponents for vhf boosters an opportunity to demonstrate by the submission of engineering evidence that vhf boosters can meet the standards . . . and provide the service . . . without causing harmful interference." The same official made it plain that it would be up to petitioners to make their case. Meanwhile, he reiterated that the Commission is not convinced that available booster equipment can operate in the highly congested vhf spectrum without causing broadcasting interference.

The FCC notice of proposed rule change described boosters as "low power tv repeater stations." The use of such gear was suggested with few limitations except for the usual criteria of financial responsibility and citizenship. But again, throughout the narrative of the FCC proposals were the words, or the equivalent thereto, "sound engineering conditions." The Commission also said that it "can determine after a review of the comments submitted (Oct. 1) whether oral hearings or demonstrations (of actual booster

This clear-cut lead in share of audience plus lowest cost-per-1000 . . two of many sound reasons for buying

KFJZ-TV

Channel 11

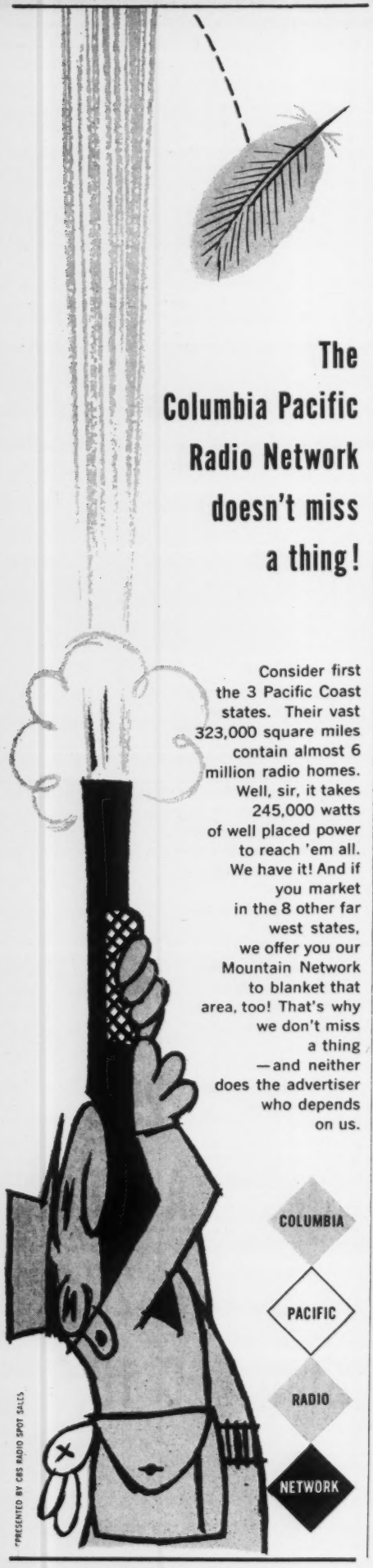
for the Dallas-Fort Worth market

Represented by **BLAIR-TV**

Latest* ARB Ratings
Combined Dallas-Fort Worth
Share of Audience
9 P.M. to Midnight, Monday through Sunday

KFJZ-TV 29.2%
Station A 27.3
Station B 27.1
Station C 16.6

*June 1-7


The
Columbia Pacific
Radio Network
doesn't miss
a thing!
Consider first the 3 Pacific Coast states. Their vast 323,000 square miles contain almost 6 million radio homes. Well, sir, it takes 245,000 watts of well placed power to reach 'em all. We have it! And if you market in the 8 other far west states, we offer you our Mountain Network to blanket that area, too! That's why we don't miss a thing —and neither does the advertiser who depends on us.
COLUMBIA
PACIFIC
RADIO
NETWORK
*PRESENTED BY CBS RADIO SPOT SALES

equipment) may be necessary or desirable."

Regarding the FCC's request for comments on its June rulemaking proposals for uhf transmitters, very few outlets responded at the official deadline. Meanwhile, an FCC official pointed out that this proposal had the official endorsement of the Commission as opposed to last week's willingness to listen to comments on vhf boosters.

Among those commenting on the uhf booster situation by late Thursday were Adler Electronics Inc. which stated that it will allow better market coverage. So did WATR (TV) Waterbury, Conn., which added that "co-channel amplifying transmitters represent a practical solution to the uhf shadow problem."

The Committee for Competitive Television submitted "that the utilization of uhf booster stations will tend to encourage greater use of the uhf broadcast channels; will, in some instances, provide a broader financial base for operating uhf stations, and will help to establish a more competitive television service."

Educators Ask for 'Freedom' To Set Up Own Relay Systems

RELAXATION of FCC rules to permit educational television stations "freedom of choice" between the operation of their own intercity microwave systems or those of the common carriers was urged on the Commission last week by the Joint Council on Educational Television.

Present FCC regulations usually require broadcasters to use the facilities of American Telephone & Telegraph Co. or other common carriers when available. But Ralph Steetle, JCET executive director, told those presiding over the 890-mc-and-above hearing, which has been going on at the FCC since June, that his group is "particularly" concerned over the Commission's "present restrictive policy" on private links.

He said educational outlets which operate without commercial revenue, have been deterred from participation in state-wide educational networks because of the "prohibitive costs" of subscribing to common carrier services. He cited instances where educational outlets could have fared much better cost-wise, had they been able to build their own microwave facilities.

Mr. Steetle, who said he spoke for ten various educational groups, added that "microwave frequencies should be made available for the distribution of educational programs from both fixed and mobile locations, should the educational institutions prefer to operate their own systems rather than secure them from common carriers."

Regarding actual frequency requirements, he said, "In view of the close relationship between (commercial and educational) television stations and closed-circuit educational television programming, it is highly preferable that the same channel assignments be available for each." He asked the FCC to continue its present broadcast assignment of bands: 2,000; 7,000; 10,000, and 13,000 mc and also make them available for educational closed-circuit distribution.

By the same token, Mr. Steetle said other microwave services should be denied these bands. He made the same request for the retention of 16,000-18,000 mc and 26,000-30,000 for eventual closed-circuit educational uses.

Another JCET hope was that the Commission "continue to make frequencies available for studio-transmitter links and television pick-up stations used in connection with non-commercial educational as well as commercial broadcast stations."

FCC Can't Authorize Time, Doerfer Tells Congresswoman

THE FCC cannot "authorize" time on radio-tv networks to publicize a U. S. Public Health Service report which associates smoking with lung cancer, Chairman John C. Doerfer told Rep. Martha W. Griffiths (D-Mich.) last week.

Mrs. Griffiths, a member of the House Government Operations Subcommittee which has been investigating the accuracy of advertising claims filter-tip cigarettes reduce the hazards of smoking, made the request for time in a letter to Mr. Doerfer.

The responsibility for selecting program material rests with the individual stations and networks, Chairman Doerfer stated in a reply to Rep. Griffiths. "The [Communications] Act makes it clear that the Commission has no power to require a broadcaster to carry or to refrain from carrying a particular program or to prescribe the content of any programs," he said.

At the time she made her request of the FCC, Rep. Griffiths said if that body does not act, she plans to take her appeal to the President. Her office said last Thursday, however, that future plans are undecided.

FCC Tells Cascade of Hearing

BECAUSE there is an estimated overlap between its construction permit for ch. 8 KRTV (TV) Walla Walla, Wash., and its proposed power increase of ch. 19 KEPR-TV Pasco, Wash., Cascade Broadcasting Co. (KIMA-TV Yakima, Wash.) was notified by the FCC last week that a hearing may be necessary. Cascade owns not only the Yakima, Walla Walla and Pasco stations (the latter two are satellites of KIMA-TV), but also ch. 43 KBAS-TV Ephrata, Wash., and ch. 3 KLEW-TV Lewiston, Idaho.

"I just love those KRIZ Phoenix announcers."

FTC ADDS CURTIS TO COSMETIC LIST

- **This time it's Enden shampoo**
- **False television ads alleged**

HELENE Curtis Industries Inc., Chicago, shampoo was the target last week of the Federal Trade Commission's second cosmetic complaint developed by the radio-tv unit and filed 10 days after that which cited Lanolin Plus Shampoo [B•T, July 22].

The FTC alleges that the firm's Enden shampoo through its television ads, network and spot, falsely claims that the product will cure dandruff conditions. Cited are a picture of a man scratching his head and off-camera assurances that Enden represents a "proven way to end dandruff problems . . . guaranteed to end itching, flaking and scaling due to dandruff—and to prevent their return." The FTC-monitored copy also quotes the Helene Curtis announcer to the effect that Enden is "the first proven medical treatment in shampoo form," and "doctors approve Enden for children, too."

CBS, ABC and NBC are named in the complaint as the networks on which the claims were carried. Spot commercials also are covered. Helene Curtis spent $121,310 in the latter category last year for Enden, only one of a number of shampoos and other cosmetic products of the firm. Enden advertising is placed through Edward H. Weiss & Co., Chicago.

Denying the FTC allegations, Leon C. Baker, Curtis counsel, described the federal action as a "very mild complaint" and one involving a minor area of disagreement. The issue, he said, was whether Helene Curtis had or had not indicated in its tv commercials that Enden would cure dandruff problems permanently "with continual use."

Mr. Baker said, "We don't claim it will end dandruff permanently, and we feel we have emphasized the need for continual use. Naturally we hope that once the customer starts using the product, he will continue using it." He pointed out this was a natural basis for the advertising.

The FTC complaint charged that Enden, in both the sound and pictures of its commercial, was guaranteed by Curtis to "end itching, flaking and scaling" and the script describes the shampoo as "the first proven medical treatment in shampoo form available without prescription." FTC claimed the product will not cure dandruff problems as indicated by the cosmetics firm.

Helene Curtis has 30 days to file answer to the complaint, and hearing was set for Oct. 14 in Washington.

Meanwhile last week, Whitehall Pharmacal Co., one of the first advertisers to come under FTC fire as a result of work by the special radio-tv unit, filed its answer to charges that it misrepresented InfraRub and Heet on CBS-TV and MBS [B•T, April 1]. Whitehall was one of three firms challenged simultaneously on "muscle rub" advertising.

The New York City drug company denied

FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market

HERE ARE THE FACTS:

STATION — Covers 320,957 TV homes in 30 counties of Ohio and W. Virginia. 62% more tower—53,538 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 top-rated CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

MARKET — Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,800 population. More than $2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Your TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."

WSTV-TV
STEUBENVILLE, OHIO
CHANNEL 9 234,000 WATTS
Represented by Avery-Knodel, John J. Laux, Exec. V.P. and Gen'l. Mgr.; Rod Gibson, Nat'l. Sls. Mgr., 52 Vanderbilt Ave., N.Y.C., MUrray Hill 3-6977

A Member of the Friendly Group
WSTV, WSTV-TV, Steubenville:
KODE, KODE-TV, Joplin:
WBOY, WBOY-TV, Clarksburg
WPAR, Parkersburg
WPIT, Pittsburgh

1
United Press news produces!

that its ads are false or misleading and criticized the FTC for not proceeding against competitors who make "more far-reaching representations" than its own.

In another complaint developed last week by the FTC's routine method of checking ad copy (not monitoring), the agency charged Universal Sewing Service Inc., Cincinnati, with using bait advertising over radio and television, in additon to other media.

In the course of selling its sewing machines and vacuum clearners, the complaint alleges, Universal advertises low prices, sends salesmen to call on prospects and disparage advertised products in an effort to sell other products at much higher prices. The firm is charged with using the name "Westinghouse" for sewing machines made in Japan, implying "they are domestic machines made by this well-known firm." Limitations on guarantees are suppressed until after sale and delivery, the FTC also claims.

Universal may file its official reply with the FTC in 30 days, and hearing of the action is set for Sept. 25 in Cincinnati.

Uhfs Denied Requests to FCC To Operate on Vhf Channels

REQUESTS by uhf stations to operate temporarily on vhf channels recently allocated to their communities were turned down by the FCC last week.

Denied were petitions by ch. 27 WTOV-TV Portmouth, Va., and ch. 15 WVEC-TV Hampton, Va., to operate on ch. 13 Norfolk pending the outcome of comparative hearings for that frequency.

Also denied was a request by ch. 25 KTAG-TV Lake Charles, La., to operate similarly on ch. 3 New Orleans.

The Commission also denied another petition for a stay against its grant to ch. 20 WJMR-TV New Orleans to operate experimentally and simultaneously on ch. 12 New Orleans from its existing site. This stay request was filed by WTVJ (TV) Miami, applicant for New Orleans' ch. 12. Two weeks ago, a circuit court in Washington denied a request for a stay filed by ch. 12 WJTV (TV) Jackson, Miss.

WAAM (TV) Becomes WJZ-TV As FCC Waives Call Rule

WJZ-TV is the new call for the Westinghouse-owned ch. 13 WAAM (TV) Baltimore, recently bought from the Herman Cohen family for $4.5-5.1 million in stock transfer [B•T, July 1]. The FCC granted Westinghouse's revised request for WJZ-TV after the group owner was informed that three-letter calls were prohibited for broadcast stations in the United States. Even so, a waiver of the rule (Sec. 2.302) was required, since tv stations must have a minimum four-letter call. Westinghouse originally used WJZ for a Newark, N. J., radio station, and more recently it was used by the ABC New York station (now WABC).

WORDS AND MUSIC ON CAPITOL HILL

- **Song censorship censured**
- **Honeysuckle vs. Irish stew**

STRAINS of "My Old Kentucky Home" and "Who Threw the Overalls in Mrs. Murphy's Chowder" sounded in strange counterpoint on Capitol Hill last week as congressmen testified on bills to investigate network song censorship practices [B•T, July 29].

As the stew simmered in the House Rules Committee, Rep. Thomas P. O'Neill Jr. (D-Mass.) threw in a new ingredient by asking that "Mrs. Murphy's Chowder" be banned from radio-tv as an "insult" to the Irish. And Rep. Frank L. Chelf (D-Ky.), played "My Old Kentucky Home" on the harmonica in support of his presentation before the Rules Committee.

The committee sat down Thursday morning to consider the fate of four resolutions introduced last week [B•T, July 29] by congressmen from Florida and Kentucky asking an investigation of network song censorship. The southerners were particularly concerned that networks, in deference to the Negro audience, have been changing such terms as "darkies" and "mammy" in "Way Down Upon the Suwannee River" and "My Old Kentucky Home," both by Stephen Foster and official songs of Florida and Kentucky, respectively.

The committee meeting produced no action on the bills, but preliminary testimony did serve to spotlight Irish sensitivities through this exchange:

Rep. Chelf: "Can you imagine, gentlemen, that as we stand there at the [Kentucky] Derby with heads bowed, awaiting the strains of 'My Old Kentucky Home' to be played by our band—suddenly the network managers call for a revision, a rewrite job, if you please. And instead of 'My Old Kentucky Home', we hear a hurried substitution of "Who Threw the Overalls in Mrs. Murphy's Chowder?"

Rep. O'Neill, a member of the Rules Committee, asked Rep. Chelf if he knew the "Mrs. Murphy" lyrics. When Mr. Chelf confessed ignorance of them, Mr. O'Neill reminded him that, according to the song, it was a "Mick" who added overalls to the chowder. And, the Irish legislator added, "I resent it," going on to add his plea that the "insulting" song be banned.

Rep. Chelf in his testimony listed songs he felt might be considered insulting to various groups: "Red Wing," "Chinatown, My Chinatown," "Mother Macree," "Silver Threads Among the Gold," and others. After protesting song censorship and expressing fears that it might be extended, he returned to American verities, Kentucky, the honeysuckle there, the Kentucky Derby, and, finally, "My Old Kentucky Home," interpreted on his harmonica.

Rep. Chelf has a very simple philosophy on speech making, given to him when he first came to Congress by the late Virgil Chapman, former Kentucky senator and representative. Sen. Chapman's advice to the young lawmaker: "When you feel a speech coming on, just get out your harmonica and play it."

Thus lulled, members of the Rules Committee retired to executive session and shelved the bills which would investigate networks.

Also on Thursday, FCC Chairman John C. Doerfer, in answer to congressional demands that the Commission look into song censorship, told legislators that his agency has no jurisdiction over networks. Dealing with networks as station licensees, "the Commission is specifically prohibited from exercising the power of censorship over broadcast material," he said in a letter to congressmen.

Justice Dept. Complies With Senate Recommendations

IN AN exchange of correspondence being released today (Monday), the Justice Dept. told Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, that it is complying with recommendations made by the committee in its network study (Cox report) [B•T, July 1].

William P. Rogers, deputy attorney general, wrote Sen. Magnuson that Justice is complying with requests to:

- Continue its investigation of alleged preferences granted by the networks to their own programs over independently produced programs, plus acquisition of financial interests in independent programs as a condition for exposure of such programs on network facilities.
- Investigate allegations made by independent suppliers of staging services that they are being forced out by networks.
- Continue its investigation of "must buy" and "option time" requirements of the networks.
- Investigate complaints alleging "abuse of power on the part of the networks."

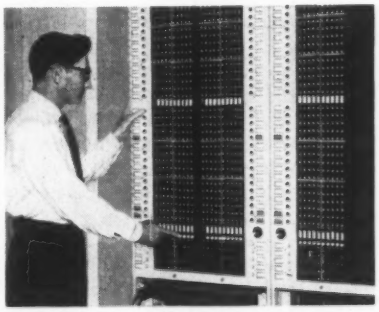
Mr. Rogers said it would not be appropriate for Justice to comment on the recommendations regarding the FCC because it is an agency "independent from this department." He added that Justice would "accelerate" some of its present activities relating to the broadcast industry.

Sen. Magnuson thanked Mr. Rogers for his report on Justice activities and asked that another one be submitted to the Commerce Committee "prior to January 1958 with regard to the status and development of the various inquiries being pursued by the departments as well as any additional views it may have on this entire subject matter." This would aid the committee in formulating its schedule of activities for 1958, he said.

Bay Area Ch. 2 Grant Challenged in Appeals Court

LAST MONTH's FCC grant of San Francisco-Oakland ch. 2 to San Francisco-Oakland Television Inc. [B•T, July 1] was challenged in the U. S. Court of Appeals in Washington last week by unsuccessful applicants Television East Bay and Channel Two Inc., even though it was understood that Edwin W. Pauley, principal stockholder of Television East Bay, was to acquire a 25%

Latest Bell System control units speed accurate network switching



New Bell System control unit permits network switches to be set up and double-checked in advance.

Network switches can be set up *in advance* and double-checked, thanks to new Bell System control units.

Ten or 15 minutes before actual switching time, buttons representing incoming and outgoing circuits are punched on the control panel. Then, at the appointed split second, one master button is pushed and all switches are performed at once.

The first new operating center utilizing the control unit began operation in Chicago during the summer of 1956, followed by similar installations in Los Angeles and New York. In the near future, operating centers will be added in Des Moines, Dallas and Washington, D. C.

This development, which makes switching faster and more accurate, is another example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.

BELL TELEPHONE SYSTEM

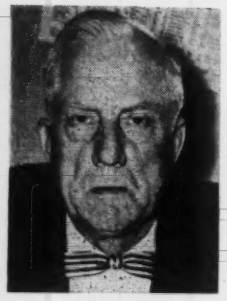
Providing intercity channels for network radio and television throughout the nation

interest in the ch. 2 station, and that Stoddard P. Johnston, principal in Channel Two Inc. was to acquire a 5% interest. The purported merger agreement also was understood to include Willet D. Brown, Don Lee Network president.

Television East Bay claimed that the FCC erred in not including an engineering issue in the hearing. It also charged that the successful applicant was permitted to alter its application during the hearing. Channel Two Inc. claimed the FCC failed to properly take into account the relationship between San Francisco-Oakland Television Inc. and RKO-Teleradio Inc.

House Commerce Committee Chief Clerk Layton to Retire

AFTER 36 years as chief clerk of the House Interstate & Foreign Commerce Committee, Elton J. Layton last week announced his retirement, effective Oct. 1.



MR. LAYTON

Mr. Layton, a Republican, became the committee's clerk in 1921 as a "temporary" employe and since then has served under eight Democratic and Republican chairmen, including present House Speaker Sam Rayburn (D-Tex.).

Rep. Oren Harris (D-Ark.), current chairman, Rep. Charles A. Wolverton (R-N. J.), ranking minority member, and other committee members were high in their praise of the retiring clerk on the floor of the House. "I shall personally miss his valued services and regret that he has reached the stage in life when he should retire," Chairman Harris told the House members. To Mr. Layton, he said: "You have rendered long, efficient and faithful service to our committee. Your 36 years of continuous service as clerk is a testimony to the constant, continuous attention to the duties of this office, so important not only to the committee but to the Congress and the country."

During his long term in office, Mr. Layton had a hand in many important bills which were enacted into law, not the least of which was the Communications Act of 1934.

The retiring chief clerk is a native of Matamoras, Pa., and prior to joining the House Commerce Committee was secretary to the Army Quartermaster General. He is licensed to practice law before the U. S. Supreme Court and is a member of the bars of Washington, D. C., Maryland and Virginia.

Mr. Layton recalls the first switch of control of Congress during his long tenure—in 1931 while Herbert Hoover was President. "All my assistants were fired," he said. "I went to Mr. Rayburn [then chairman] to ask him if I could remain; that I would be glad to work under anyone he named as clerk." Mr. Rayburn replied that "when the committee wishes to dispense of your services, you will be given notice," an indication of Mr. Layton's stature with both political parties.

No successor to Mr. Layton has been named and indications were that none would be named for several months.

Ch. 4 New Orleans Rivals Protest Loyola U.'s Cp

JAMES A. NOE & Co. (WNOE New Orleans), an unsuccessful applicant for ch. 4 in New Orleans, last week went to court to challenge Loyola U.'s right to a construction permit for a tv station saying in part that Loyola's religious headquarters is located in Rome with a majority of its membership not American citizens.

This, Noe & Co. pointed out, was in violation of the Communications Act, and because of it, protested the FCC's grant to Loyola about a year ago (Loyola has owned WWL New Orleans since 1922). The rival applicant also said, among other charges, that the Commission failed to recognize its superior abilities to broadcast on ch. 4.

Noe & Co. was joined in the U. S. Court of Appeals by another unsuccessful applicant, The Times—Picayune Publishing Co. (WTPS New Orleans) which demanded a stop to the FCC grant because Loyola "is organized as non-stock and non-profit educational corporation claiming tax exempt status but seeking a franchise from the Federal government for a commercial profit-making enterprise."

All these charges have been made before the FCC by the rival applicants.

Below-Minimum Separations Approved at San Antonio

THE FCC last week, for the first time on a regular basis, approved a below-minimum mileage separation for two San Antonio stations which want to build on a common antenna tower. The approvals permit a mileage separation of 3.5 to 4.5 miles less than the minimum requirement of 220 miles for co-channel separations established under the 1952 allocations table.

In the San Antonio case, the Commission approved a request by ch. 5 KENS-TV and ch. 4 WOAI-TV, both San Antonio, to share a common 1,500-ft. tower to be constructed 17 miles southeast of the city. The site would put KENS-TV 215.48 miles from the site of KRGV-TV Weslaco, Tex., also on ch. 5; and would put WOAI-TV 216.59 miles from KGBT-TV Harlingen, Tex., also on ch. 4.

Last month the FCC approved a below-mileage, co-channel separation when it granted experimental operation on ch. 12 New Orleans by WJMR-TV of that city from the site of its existing ch. 20 operation. This site is 28 miles less than the minimum 190 miles required from the ch. 12 WJTV (TV) Jackson, Miss., site.

Comr. Richard A. Mack abstained from last week's voting.

WLIB Gives 'Equal Time' To Civil Rights Opponents

WLIB New York, which directs its programming largely toward the Negro audience, last week gave time to a cause which it opposes —the opposition to the civil rights bill being debated in the U. S. Senate.

For the past two weeks the station had been presenting tapes featuring proponents of the civil rights measure. Then Sen. Richard B. Russell (D-Ga.) asked for time for the other side, and Harry Novik, WLIB president, agreed to present a tape featuring three opponents, canceling commercial commitments to do so.

The tape presented Sens. George A. Smathers (D-Fla.), Herman E. Talmadge (D-Ga.) and John Stennis (D-Miss.). "We are in favor of the civil rights bill but feel that in our democracy it is important for our listeners to hear the opposition's viewpoint too," Mr. Novik asserted.

James Copley Wins Family Dispute, Takes Control of Copley Press

JAMES S. COPLEY, subject to court approval, takes full control of Copley Press Inc. now that a family squabble which went to the courts in 1955 has been ended because of voluntary settlement.

James S. Copley, adopted son of the late Col. Ira C. Copley, Aurora, Ill., came to undisclosed terms with another adopted son, William N. Copley of Paris, France, who along with other minority stockholders plans to sell out. Some 16 newspapers and KCOP (TV) Los Angeles were involved in the settlement.

KCOP (TV) has been sold, subject to FCC approval, to Kenyon Brown, Harry L. (Bing) Crosby, George L. Coleman and Joseph A. Thomas for $4 million [B•T, June 3].

FCC Sets Comments Deadline In Power Boost Rulemaking

THE FCC last week set Oct. 1 as the deadline for Class IV am stations to reply to FCC proposals that these outlets, under certain conditions, may hike their power from 250 w to 1 kw.

The Commission has asked for comments from Class IV stations [B•T, June 24] to learn what their thinking might be on such a departure from present rules, and on a case-to-case basis. The move was requested by the Community Broadcasters Assn. last year.

Very few stations responded. Among those that did were: WCRS Greenwood, S. C., which told the FCC that it was not in favor because to take advantage of such a new rule would require "a directive antenna to avoid objectionable co-channel interference" plus a change in transmitter site that, all told, would not be "beneficial"

But KAYS Hays, Kan., said it was a good idea and "would bring the local station to a competitive level with the more powerful daytime stations now in most areas." The outlet added that it would be "a hardship on no one."

KLIZ Brainerd, Minn., was "heartily in

TRUSCON STEEL TOWERS

help keep your picture on the air

Damaging winds that find trees easy prey have little effect on rugged Truscon towers. In fact, on the east coast, where hurricanes have caused widespread destruction in recent years, *every Truscon tower has remained proudly erect, with no damage reported.*

We believe this kind of evidence is a tribute to our staff of highly skilled engineers who can offer you unmatched experience in tower design and construction.

Whatever your tower requirements—any height—guyed or self-supporting—tapered or uniform—for AM, FM, TV or Microwave—Truscon has the facilities to design and erect the tower you need, *right* from the ground up.

For complete information on Truscon Steel Towers phone or write any Truscon district office. Or call us direct at "tower headquarters" in Youngstown.

Send coupon for literature.

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Fort Worth, Texas
1113-feet tall

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1074 Albert Street, Youngstown 1, Ohio

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Now... *Air Express*

Back in Full

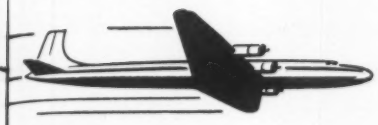
Why Air Express is First Choice of Modern Firms:

Complete coverage of some 23,000 communities in 48 states, Alaska, Hawaii, Cuba, Canada.

Complete responsibility: one carrier all the way.

Complete facilities: ground, air, rail, with a nationwide private wire system, and many radio-controlled trucks.

Plus reliability: proved for 30 years.



Operation*

All the key advantages of Air Express in modern marketing are again at your service.

SHIPPING ECONOMY: You often save dollars with Air Express. For instance, a 10 lb. shipment from New York to Detroit costs only $3.46 via Air Express . . . 79¢ *less* than any other complete air shipping method.

OVERNIGHT DISTRIBUTION: You get stocks to retailers nationwide, *fast;* meet deadlines without overtime or "down time" cost.

NATIONAL SAMPLING: You test new models in key markets in double-quick time.

PROMOTION PROJECTS: Your goods and displays are *in* stores, ready to tie in as advertising and publicity swing into action.

EXTENDED SELLING SEASON: You gain up to an extra month of selling by guaranteeing Air Express delivery on even last minute reorders of fast selling items.

CENTRAL WAREHOUSING: One depot plus Air Express to some 23,000 points effects major annual saving over many warehouses with duplicate stocks.

*Note: *To those affected by the partial strike of Air Express, we are happy to announce full resumption of the only complete air shipping service.*

Air Express is the ONLY COMPLETE door-to-door air shipping service. For full information on your shipping problems, just call your local Railway Express Agency, and ask for Air Express.

AIR EXPRESS **Air Express**

30 YEARS OF GETTING THERE FIRST *via U. S. scheduled airlines.*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

In Sacramento

Have You Switched To KCRA-TV Yet?

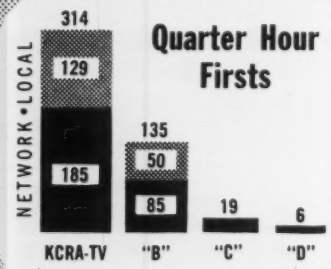
The Audience Has!

ARB* Share of Audience

49.7% Sign-on to Sign-off Sunday to Saturday

	Mon.-Fri. Sign-on-6 p.m.	Sun.-Sat. 6 p.m.-Sign-off	Average Share of Audience
KCRA-TV	65.8%	43.4%	49.7%
"B"	21.1%	38.2%	34.5%
"C"	29.8%	7.7%	9.3%
"D"	10.2%	10.2%	10.2%

Sacramento shows its loyalty to KCRA-TV by giving it 8 of the top 10 syndicated programs, 13 of the top 20 shows and more **local** quarter-hour "firsts" than the other three stations get from **network** programming combined:



Ask Petry about The *Highest Rated* NBC Station in the West

*ARB, Sacramento, May, 1957

KCRA-TV

SACRAMENTO, CALIFORNIA

Serving 31 Northern California and Nevada Counties

CLEAR 3 CHANNEL

accord." WCOS Columbia, S. C., noted that the proposal would improve service and coverage. But the Commuunity Broadcasters Assn. called for more time to consider the proposal.

USIA Budget Cut Will Curtail Voice of America, Larson Says

CUTBACKS in Voice of America activities for the fiscal year which began July 1 were revealed at a news conference in Washington by Arthur Larson, director of the U. S. Information Agency.

Because of the reduced budget passed by Congress, Voice of America radio activities will be reduced 7%, for an expenditure of $16.8 million in fiscal 1958, compared to $18 million for the year which ended June 30. Tv activities of the Voice have been cut 76%, for a total allocation of $567,000, as against $2.38 million for tv last year. Tv operations are limited to packaging programs for use on foreign stations.

WTRY Sold for $1.4 Million, 60% of WABR for $120,000

WTRY Troy-Albany-Schenectady was reported sold last week, subject to FCC approval, to Daniel W. Kops and Victor W. Knauth for $1,400,000 from the Tri-City Radio Co.

Tri-City, which ran the 980 kc, 1 kw outlet, was owned by Robert T. Engles, C. George Taylor, Kenneth M. Cooper, and Mowry Lowe. This group originally bought WTRY in July 1955 from Harry C. Wilder and associates for $500,000. The new owners, Messrs. Kops and Knauth, already operate WAVZ New Haven. Broker was Allen Kander & Co.

In another station sale, James H. Sawyer bought 60% of WABR Winter Park (Orlando, Fla.) for $120,000 from Ray Gunkel. Mr. Sawyer already owned 40% of the 1440 kc, 1 kw station. Broker was Paul H. Chapman Co.

PROFESSIONAL SERVICES

Chapman Co. Appoints Hunter For Firm's New York Branch

PAUL H. CHAPMAN CO., station broker has appointed Ralph B. Hunter to staff the firm's new office in New York City. He comes to Chapman from The Katz Agency, New York, where he was a tv sales executive.

MR. HUNTER

Mr. Hunter has served as tv consultant to Hartford Telecasting Corp., unsuccessful applicant for ch. 3 Hartford, Conn. [B•T, July 30, 1956], program manager of WWJ-TV Detroit and studio supervisor with NBC-TV, New York. His radio experience includes duty with CBS, New York, Voice of America, and three years as program director of the 114-station Japanese network under American occupation control.

In his new post, Mr. Hunter will cover eastern states from Maryland through Maine. The Chapman New York office is at 17 E. 48th St. Telephone: El Dorado 5-6657. The firm's home office is in Atlanta.

Rogers, Cowan & Jacobs Formed From Merger of Two PR Firms

THE consolidation of Rogers & Cowan and the Arthur P. Jacobs Co., two public relations organizations, was announced jointly last week by the principals. The new company will be known as Rogers, Cowan & Jacobs and will maintain offices in New York, Beverly Hills, London, Paris, and Rome.

Corporation papers to be filed shortly, the announcement said, will designate Henry C. Rogers as president and Warren J. Cowan and Arthur P. Jacobs as officers of the new company. Both Rogers & Cowan and the Arthur P. Jacobs Co. specialized in entertainment public relations. R&C handled the Frederic W. Ziv Co. account, among others.

PROFESSIONAL SERVICE SHORTS

Robert W. Bloch Public Relations, N. Y., moves to larger offices at 1 E. 57th St. Tel.: 5-8047.

Freeman & Wick, new public relations firm, has opened offices at 6606 Sunset Blvd., Hollywood. Principals are **Mickey Freeman** and **Ted Wick.**

Hal Phillips & Assoc. (publicity and public relations counselors) has established L. A. offices in conjunction with Neale Adv. Assoc., 8462 Sunset Blvd.

Sylvia Spence Assoc., newly-organized tv awards service organization [B•T, July 22], has set up offices at Hotel Shelton, Lexington Ave. and 49th St., N. Y.

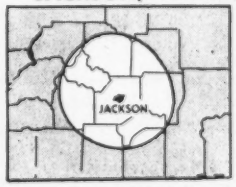
John Newell Assoc. (marketing, sales promotion, public relations) has been formed with offices at 8 E. Huron St., Chicago. Tel.: Superior 7-5616.

Central Public Relations Inc., N. Y., public relations firm organized by **Juliet Bridgeman,** has opened offices at 441 Lexington Ave.

WDXI-TV

JACKSON, TENNESSEE

Channel 7



Covering half million people in the mid-South

Represented by Venard, Rintoul & McConnell, Inc.

Mud pies and oil wells have one thing in common—mud.

If Suzy tries to bake her pie, it either gets hard or crumbles. The same thing can happen to drilling muds which are used to lubricate bits and to carry away rock cuttings.

The deeper you drill, the hotter it gets, the greater the pressure. Three to four miles down into the earth, temperatures often exceed 400°—twice that of boiling water. In such heat, drilling muds used to break down, solidify. Drilling stopped—wells had to be abandoned.

Mobil scientists worked years on the problem—part of the company's $1.5 million-a-month research program. Now the answer—a mud that stays muddy at higher temperatures and greater pressures than ever before.

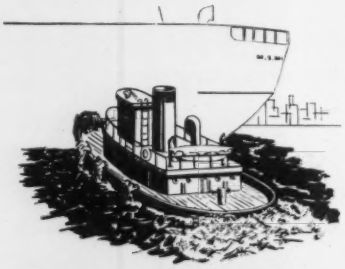
This Mobil Recipe for Mud made it possible to complete the world's deepest well—four and a quarter miles, enabling America's oil men to tap heretofore inaccessible petroleum.

Another example of Mobil's master touch in oil, it helps guarantee you a continuing flow of the thousands of petroleum products vital to modern living.

For more information about drilling muds, write to Room 2400, Socony Mobil Oil Company, 150 E. 42nd St., New York 17, N. Y.

Mobil

SOCONY MOBIL OIL CO., INC.,
Leader in lubrication for 91 years



POWER

It takes two types of power to dominate the entire Western Market as KOA-RADIO does! Creative power that's alive to the needs and wants of the vast radio-listening West...

PLUS

50,000 WATT POWER—that carries the welcome voice of KOA-RADIO throughout a 12-state area... reaching 4,000,000 listeners!

POWERFUL SALES RESULTS, TOO!

KOA-RADIO is the *only* station you need to sell the West's entire rich market!

Call NBC Spot Sales

KOA DENVER Radio

8/57

One of America's *great* radio stations

850 Kc • 50,000 WATTS

"GEE! Maybe I should switch cigarettes!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

William M. Baldwin, co-founder and chairman of board, Baldwin, Bowers & Strachan Inc., Buffalo, N. Y., elected to board of directors of Rumrill Co., same city. BB&S is division of Rumrill.

Harry L. Casterlin, art director, Adv. Assoc. of Philadelphia Inc., Philadelphia, appointed member of board of directors.

William F. Laporte, vice president of American Home Products Corp., N. Y., elected director.

◄ **Kenneth A. Bonham,** vice president-general manager, Whitehall Pharmacal Co., N. Y., named president. Prior to his appointment as vice president-general manager in March of this year, Mr. Bonham had been assistant to president of American Home Products, parent company of Whitehall Pharmacal, for six years.

James A. Dearborn, national account executive on Lincoln-Mercury Dealers Assns. account, Kenyon & Eckhardt, N. Y., elected vice president of K&E.

◄ **Gerald T. Arthur,** media director, Fuller & Smith & Ross, N. Y., elected vice president.

Harry Alsup, account executive, McDonald Adv. Inc., Nashville, Tenn., named vice president. He also will continue in his present capacity.

◄ **Jack E. Schneider,** formerly merchandising manager for commercial division of Hotpoint Co., Chicago, to W. B. Doner & Co., same city, as account supervisor and assistant to president.

◄ **Stanley G. Bahnsen,** Griswold-Eshleman, Cleveland, Ohio, to Zimmer, Keller & Calvert Inc., Detroit, as account manager.

Clinton Hentrich, formerly merchandising manager of American Dairy Assn., Chicago, to Cunningham & Walsh, same city, as account executive.

Robert I. Blumenthal, formerly with Robert W. Orr & Assoc., N. Y., to Reach, McClinton & Co., same city, as account executive for International Latex Corp.'s Isodine Pharmacal Corp. and Family Products Div. **Howard E. Sands Jr.,** formerly with Benton & Bowles, N. Y., joins Reach, McClinton as account executive.

Joseph J. O'Hanlon Jr., formerly account executive at Leo Burnett Co., Chicago, to Wherry, Baker & Tilden Inc., same city, in similar capacity. **Harold E. Bennett** appointed media supervisor of same agency.

Jon W. Barkhurst, ABC Hollywood and San Francisco, to Wyman Adv., S. F., to direct all merchandising services and handle specialized account work.

John Rohrbach, formerly timebuyer at Needham, Louis & Brorby Inc., Chicago, to J. Walter Thompson Co., same city, in similar capacity.

Robert R. Nadal, central regional sales manager for Mercury Div. of Ford Motor Co., named general sales manager for Lincoln Div.

Adam Reinemund, radio-tv director, Buchanan-Thomas Adv. Co., Omaha, Neb., for past 20 years, has sold his interest in that agency and has established his own agency in Omaha.

Norman Schmidtke, Grant Adv., Detroit, to McCann-Erickson, L. A., as art director.

Irvin Dunston, formerly director of marketing research Pharmaceuticals Inc., N. Y., to Benton & Bowles, same city, as project director in research department.

Aurelia Koba, executive assistant to president, Management Assoc., to Moore & Co., Stamford, Conn., in executive capacity.

Ken Marthey, senior producer, Benton & Bowles, N. Y., resigns to concentrate on free-lance directing for tv commercials and industrial films.

Robert L. Welch, formerly producer-writer at Paramount Pictures Inc., to tv-radio department of Ted Bates & Co., Hollywood.

Richard C. Wright, formerly program operations director for WJW-TV Cleveland, Ohio, and before that with Ward Wheelock Co., Philadelphia, as media director, to BBDO, N. Y., media department.

Tom Gad, formerly with Lennen & Newell, Ted Bates & Co. and Compton Adv., joins copy department of Kastor, Farrell, Chesley & Clifford, N. Y.

Raymond E. Hughes, CBS Radio Press Information Dept. for six years and manager of magazine division for five years, to N. W. Ayer & Son, N. Y., public relations.

Mary Mahoney Donnelly, 87, retired trustee of John Donnelly & Sons, Boston, died July 28.

3 MILLION

Montana visitors will have their car radios tuned

to KGVO

MISSOULA, MONT.

plus all Western Montana

•

affiliated with KMSO-TV

MOSBY'S INC.

STATIONS

Russell A. Gohring, manager of WPON Pontiac, Mich., named vice president in charge of radio for Gerity Broadcasting Co. (WABJ Adrian, WNEM-TV Flint-Saginaw-Bay City and WPON, all Michigan). **Don Dean,** farm director of WABJ, named station manager, succeeding **Robert W. Cessna,** resigned. Mr. Cessna plans to establish radio consulting firm to serve Michigan, Illinois, Indiana and Ohio areas.

◄ **E. L. (Ned) Smith,** manager of Edward Petry & Co.'s San Francisco office, to KOVR (TV) Stockton, Calif., as general sales manager. **Paul Lerew,** sales staff of KOVR (TV), named local sales manager, and **Henry E. Freitas,** sales staff, promoted to sales promotion manager.

James H. Ferguson Jr., sales manager of WWLP (TV) Springfield, Mass., appointed general sales manager for WWLP and WRLP (TV) Greenfield, Mass. Also announced were appointments of **Edmund J. Hughes** to sales manager for WWLP and **Philip J. Benison** to sales manager for WRLP. Both formerly were WWLP account executives.

◄ **Joseph P. Dougherty,** assistant sales manager of KYW-TV Cleveland, Ohio, named sales manager of WAAM Baltimore, which becomes property of Westinghouse Broadcasting Co. today (Monday). KYW-TV also is owned by WBC.

Tom Underwood named general manager of WDCL Clearwater, Fla., and **Gurney P. Sloan** appointed commercial manager. **Clare Linn** named WDCL program director.

◄ **Jim Terrell,** national sales manager, WKY-TV Oklahoma City, promoted to commercial manager and will head all national and local tv sales.

Robert D. Murphy, night production supervisor, KOA-TV Denver, to WPTV (TV) West Palm Beach, Fla., as production manager.

Rusty Bruton, formerly with WTVJ (TV) Miami, joins WFGA-TV Jacksonville, Fla., as production manager and acting program manager.

◄ **James L. Barker,** KOLN-TV Lincoln, Neb., to KBTV (TV) Denver as promotion-publicity manager.

Art Taylor, announcer, KGHF Pueblo, Colo., to KGOS Torrington, Wyo., as as-

UP THE CREEK WITH A LEAKY PADDLE?

You can reach a shore scattered with $2,739,749,000.00 just waiting to be spent when your "hear this" comes over WBNS Radio. The water-tight Pulse ratings place us first in any quarter-hour, Monday-thru-Friday, day and/or night.
Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

FIRST

6 straight months in D. C.,

says Pulse*

- **FIRST** in share of total weekly radio audience, 6 A. M. to midnight.
- **FIRST** in quarter hour wins.

WWDC

RADIO WASHINGTON

Represented Nationally by John Blair & Company

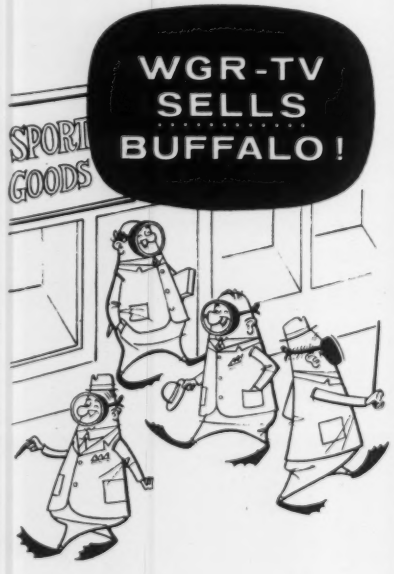
* **PULSE: Jan.-Feb., March-April, May-June 1957**

Slugging Sam forgot to duck. But he did remember to use Western New England's WWLP - WRLP, Holyoke, Mass.

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.

WRLP Channel 32 Greenfield, Mass.



ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

sistant manager and program director. **Syble Taylor** joins KGOS as women's director and **Frank Allen,** program director, KVHC O'Neil, Neb., to KGOS as news director.

◄ **Frank O. Sharp,** personnel director and program manager, Consolidated Tv & Radio Broadcasters Inc. (WFBM-AM-TV Indianapolis), named administrative assistant to management of WFBM-AM-TV.

John Keenan, formerly general sales manager of WNEM-TV Saginaw, Mich., appointed sales director of WANE-TV Fort Wayne, Ind.

Steve Halpern, formerly with WCKT (TV) Miami, to KYW-TV Cleveland, Ohio, as publicity director.

Walter C. Dunbar, sports director, WBET Brockton, Mass., to WFGA-TV Jacksonville, Fla., in similar capacity.

Maurice R. Labelle, formerly with Mandell-Newman Assoc., Miami public relations firm, to WTVJ (TV) Miami as public service director.

Aubrey (Gene) McIntosh, formerly with WJHP-TV Jacksonville, Fla., to WFGA-TV Jacksonville as announcer-weatherman.

Bill Berry, formerly with WIBR Baton Rouge, La., to WDSU New Orleans as disc jockey-announcer.

By Taylor, news editor, KFXD Nampa, to KOZE Lewiston, both Idaho, as producer-announcer. **Bill Wippel,** production staff, WCCO Minneapolis, to KOZE as sales executive-producer.

Bill Stull, formerly on announcing staff of KOAT-TV Albuquerque, N. M., to KARD-TV Wichita, Kan., in similar capacity.

Dan Mason and **Bill Achatz,** KPTV (TV) Portland, and **Carl Arndt** join KOIN-TV Portland control room staff.

Fred M. Vosse, account executive at R. Jack Scott Inc., Chicago, to WIND Chicago sales staff. He succeeds **Quentin Sturm,** resigned.

Robert E. Howard, veteran time seller and buyer, to KMLA (FM) Los Angeles sales staff.

Bill Stewart, director of programming, Storz stations (KOWH Omaha, WHB Kansas City, WTIX New Orleans, WDGY Minneapolis-St. Paul and WQAM Miami), father of girl, Sharon Celeste, July 21.

REPRESENTATIVES

◄ **Walter Lake,** formerly Los Angeles manager, KSDO San Diego, to McGavren-Quinn Co., L. A. He will work with agencies and clients on distribution and broadcast advertising.

Oliver Ward, KMOX St. Louis, to John Blair & Co., same city, as account executive.

Edmund M. Smardan, account supervisor and tv director for Henry Gerstenkorn agency, L. A., to Blair-Tv, same city, as account executive.

David C. Milam, WRR Dallas sales staff, to Avery-Knodel, same city, radio sales staff.

Ralph Glazer, account executive, CBS Radio Spot Sales, N. Y., married **June O'Sullivan,** secretary to general manager of KNX Los Angeles.

MANUFACTURING

◄ **Dr. Raymond L. Garman,** executive vice president, General Precision Labs, Pleasantville, N. Y., elected board chairman and continues as technical director in charge of research and development.

◄ **James W. Murray,** GPL executive vice president, elected president and chief executive officer, continuing as general manager.

C. F. Parsons, formerly vice president and general manager of Zenith Radio Distributing Corp., appointed vice president in charge of sales for RCA Victor Distributing Corp., headquartering in Chicago.

Eugene A. Tracey, vice president in charge of sales of Mitchell Mfg. Co. and formerly with Zenith Radio Corp., to Emerson Radio & Phonograph Corp. as vice president in charge of sales.

◄ **Jack W. Merritt,** sales manager of photofact division, Howard W. Sams & Co., Indianapolis, named sales manager of newly-formed electronic distributor division.

◄ **Walton G. Wilson,** sales representative for Howard W. Sams & Co., named sales manager of industrial service division.

George T. Stewart, manager of distribution, Sylvania Electric Products, promoted to national sales manager with responsibility for all field sales operations. **Peter J. Grant,** manager of sales management development, becomes manager of marketing services.

with over-all responsibility for all sales-supporting activities of division. **H. T. Litteral,** product sales manager, radio and high fidelity phonographs, becomes special accounts manager.

Paul S. Coomes, product planning engineer, General Electric Co., receiving tube department, appointed district commercial engineer for department.

Frederick R. Furth, deputy director of research and development for IT&T, appointed director of research and engineering for International Telephone & Telegraph Corp. He succeeds **Harold H. Buttner,** who will continue as vice president and technical consultant.

William J. O'Connor, 68, retired executive of American Telephone & Telegraph Co., N. Y., died July 26 after brief illness.

TRADE ASSOCIATIONS

Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV Chicago), elected president of Broadcast Adv. Club, Chicago, for 1957-58 season. Other officers: **Paul McCluer,** Geoffrey Wade Adv., executive vice president; **James W. Beach,** ABC-TV, first vice president; **Esther Anderson,** McCann-Erickson, secretary, and **Marilyn Bielefeld,** Earle Ludgin & Co., treasurer. New directors: **John Carey,** WIND Chicago; **Howard Coleman,** NBC; **Louis A. Mith,** Edward Petry & Co., plus Messrs. Beach and McCluer.

Alex Brodsky, vice president of Allied Radio Corp., Chicago, appointed chairman of newly-formed excise tax committee of National Electronic Distributors Assn.

INTERNATIONAL

Stuart W. Griffiths, in charge of special television program development for Canadian Broadcasting Corp., Toronto, to Granada Television network, London, as controller of programs.

Wilfred L. Hudson, for past 27 years with Canadian General Electric Co., Toronto, as manager of economic analysis, to Bureau of Broadcast Measurement, same city, as research and development director.

Guy Carron, formerly manager of CKCH Hull, CJBR Rimouski and CJQC Quebec City, all Quebec, to executive assistant to Canadian Postmaster-General John B. Hamilton.

David S. Catton, radio-tv director of Vickers & Benson Ltd., Toronto, named president, Toronto chapter of American Marketing Assn.

PROFESSIONAL SERVICES

Alma Triner, account supervisor in Chicago office of Daniel J. Edelman & Assoc., public relations firm, appointed manager of its N. Y. office.

William Wight, formerly director of public relations, Philco Corp., and prior to that vice president of Carl Byoir & Assoc., Washington, named executive director of civic affairs council, Philadelphia Chamber of Commerce.

Elaine Slein, formerly member of public relations department, J. Walter Thompson Co., Chicago, to editorial staff of Daniel J. Edelman & Assoc., public relations firm, same city.

EDUCATION

Troy Crowder, publications editor, Educational Tv & Radio Center, Ann Arbor Mich., named assistant to president.

Edward King, NBC producer and director for 16 years, named staff director at Metropolitan Educational Television Assn., N. Y., effective Aug. 15.

Herbert Seltz, production manager, Indiana U. (Bloomington) radio-tv service, named program supervisor.

Kenneth Buckridge, William Esty Co., N. Y., and **Frank D. Jacoby,** Metropolitan Educational Television Assn., same city, named to faculty of tv-radio curriculum at New York U.'s division of general education. Mr. Buckridge will teach television programming and production and Mr. Jacoby will teach television direction.

Lou Wagner, formerly news director, WTNJ Trenton, N. J., to Rutgers U., New Brunswick, N. J., radio-tv production staff. He will handle script writing and promotion for six regular radio and tv programs produced by Rutgers.

GOVERNMENT

Irving Brownstein, assistant chief of Marine division, FCC, Washington, named chief of law, Enforcement and Procedures Office of Safety and Special Radio Services Bureau, succeeding **Douglas Anello,** resigned.

Pvt. Erwin Y. Frankel, former production manager for Allied Tv Productions, N. Y., named to radio-tv section of public information office, Ft. Jackson, S. C. He is currently completing six months of active duty as Army reservist.

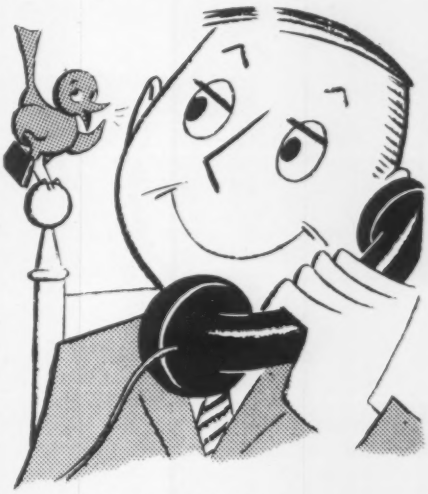
Walter P. Oden, 52, deputy chief of policy guidance staff of Radio Free Europe, died July 24 following heart attack.

LIBEL
SLANDER
PIRACY
PRIVACY
COPYRIGHT

Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

"In VIRGINIA



...BUY the
ROANOKE
Television Market!"

The Roanoke Television Market comprises 2¼ million people, over 2 billion dollars retail sales, and is generally credited with over 300,000 television homes.

One WDBJ-TV program, "Top 'O' The Mornin' " — which is local-live against strong network competition Monday through Friday between 7:00 and 8:00 A. M. — has this (largely unsolicited) mail record for the first quarter of 1957:

- 4,496 pieces of mail
- 407 towns and cities
- 72 counties
- 3 states (Va., W. Va., N. C.)

For full details, call Peters, Griffin, Woodward—or WDBJ-Television!

WDBJ-tv Channel 7 CBS
ROANOKE, VA.
Owned and operated by the *Times-World Corp.*

TOPS
IN BALTIMORE
WCBM
CBS
• Top local shows!
• Top CBS shows!
• Top ratings!
• Top "buy" for every advertiser!
WCBM
10,000 watts on 680 k.c.
Baltimore 13, Md.
THE BOLLING COMPANY, INC.
Exclusive National Representatives

"GEE! Look at that outboard motor!"
Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.
Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

WMAQ Chicago Launches New Radioactive Series

IS IT wise to continue nuclear testing because of the danger of radioactive fallout? Has the American public already been subjected to too much strontium 90? What's it like to take a "scientific bath" and what are the results of a typical radioactive count?

In an attempt to answer these questions, WMAQ Chicago launched a three-part weekly program series July 14. Len O'Connor, NBC Chicago newsman, interviewed leading scientists and even subjected himself to a "scientific bath" for the purpose of getting a count of radio active matter in his body.

Mr. O'Connor entered a 54-ton seven-by-seven feet box in the "iron room" of Argonne National Labs, Lemont, Ill., and remained there for 30 minutes.

Mr. O'Connor reported on the special events series that the radioactive count in his body was exceedingly small—in fact, "less than normal for the average person."

His conclusion: The public need not worry too much, as contended by the Atomic Energy Commission, about the effects of Strontium 90 or another radioactive isotope, Cesium 137—at the present rate of fallout. He also felt there are several other more vital considerations in connection with the atomic bomb, and pointed out, radioactive material from Strontium 90 is not measurable, while that from Cesium 137 is.

WBEN-AM-FM Install Equipment

WBEN-AM-FM Buffalo, N. Y., have installed microphones and lines for the binaural transmission of the Buffalo Philharmonic Orchestra Pops Concerts which they carry on Tuesday evenings. They have already installed 15,000 cycle lines for the broadcasting of the concerts.

Promotion Features 'Mermaid'

A recent merchandising campaign of WKIS-WORZ Orlando, Fla., featured a mermaid and giveaway coupons. The stations report that the promotion was conducted as their own idea and not at the request of the client but that as a result, Gorton's of Gloucester plans to use WKIS-WORZ for its fall schedule. The coupons entitled the recipient to a free Gorton's fish dinner package and were given away upon request to the stations or from mobile units stationed at six of the Publix Supermarkets in that area on six different occasions. In addition, a blonde mermaid perched on top of the counter in the stores and gave away the coupons to passersby.

WORL Institutes New Format

CHANGE of format was instituted Thursday by WORL Boston from its traditional all music-and-news to "950 Club" style of programming keyed to its dial position and featuring block programming of featured vocalists or orchestras. Set in 15-minute "stage" segments, each stage presents a popular recording of a star plus the other tunes through the years leading to that performer's present popularity. WORL will continue a ten-minute news segment on the hour. To be promoted as "Boston's Starbright Spotlight Station," WORL said its new format will attract more older listeners along with the youngsters who follow current top tunes.

KLAC's Free Promotion Brings 'Spot' Cash Orders From City

THE ancient saying about bread cast upon the waters has been revised and updated at KLAC Los Angeles into "broadcast upon Alhambra," but the meaning is unchanged.

Last August, this Southern California community was selected to receive a week-long "KLAC Goes to Town" salute, one of a series given by KLAC to various communities in the greater Los Angeles area with no charge to the city or its merchants. The results of this free promotion were such that the city has come back to KLAC, but this time as a commercial client with an order for 424 spots to be broadcast during the coming year.

The campaign will play up the advantages of shopping in Alhambra, with special note of the city's ample parking facilities. The spots will be allocated to periods preceding and during special sales events, such as the annual Dollar Day. Space in four newspapers, three suburban and the regional edition of the *Los Angeles Times* will also be used.

One unusual aspect of the campaign is that $4,800 of the $13,065 advertising budget is being contributed by the city itself, the rest coming from an organization of Alhambra merchants. Radio's share, all going to KLAC, is $4,800; the four newspapers will divide $2,759, and the remainder will go for streamers, window cards and similar display material and for production costs. Walter Marto Advertising, Pasadena, Calif., is the agency.

WIZE's 'Shakespeare Day'

WIZE Springfield, Ohio, in conjunction with Antioch College, last month held "Shakespeare Day" with broadcast commercials, station breaks, and special features in Elizabethan English. The station devoted the special day to advertising the college's "Festival Under the Stars" which has scheduled four Shakespearean plays with veteran actors and directors, most of them out of New York, plus a few Antioch area regulars and students. All station breaks were done with a trumpet fanfare and a "bellringer" announced the call letters and gave a salute to the Antioch Festival. Every newscast began with, "Is thy news good, or bad?" Answer to that: "Say either, and I'll stay the circumstance. Let me be satisfied."

Radio 1 Buy...
KOSI Denver
KOBY San Francisco
HOOPER — PULSE — NIELSEN
KOSI—See Forjoe
KOBY—See Petry

DIAL 980
WTRY
ONE OF WTRY'S MOBILE NEWS UNITS: USED TO GATHER ON-THE-SPOT NEWS IN THE ALBANY-TROY-SCHENECTADY AREA. IT IS EQUIPPED WITH TWO-WAY RADARS,

A MOBILE UNIT was set up in the lower concourse of New York's Grand Central Station by WTRY to highlight its on-the-spot news coverage in the Albany-Troy-Schenectady area. Carole Michaelson (dubbed "Helen of Troy-Albany-Schenectady") hands souvenir safety matches to Martin Bruehl (r) of Dancer-Fitzgerald-Sample, New York. The matchbook covers can be used to order time on the station. Encouragement is provided by Kenneth Cooper, WTRY general manager.

A typical commercial done in this style: "What piles of wealth hath he accumulated to his own portion? How in the name of thrift does he rake this together? Marry and forsooth, he hath put the first dollars of every pay envelope into his savings account at the First National Bank."

D. J. Spins From Flagpole

DISC JOCKEY John Gregory has combined flagpole-sitting with spinning platters and ventriloquism in a nightly program on WBEL Beloit, Wis. Little John (weight 400 pounds) was hoisted to the top of a 40-ft. pole as part of a July 4 holiday promotion stunt at Mid-City Outdoor Theatre and he's been up there ever since. Each evening the disc jockey broadcasts direct from his perch, playing requests, promoting attractions at the drive-in theatre and giving listeners a bird's eye view of southern Wisconsin and northern Illinois. His program is co-sponsored by the theatre and an adjoining restaurant as a special promotion. A recent thunderstorm failed to shake the disc jockey loose from his perch, WBEL reports. Mr. Gregory has broken his own world's flagpole-sitting record (21 consecutive days), achieved March 2, 1957, at Fort Smith, Ark.

BUILDING A STATION? STEPPING UP POWER?
Use One Complete Service
CONSULTANTS IN
AM · FM · TV · UHF · VHF
EPRAD Engineering Company
1211 CHERRY STREET · TOLEDO 10, OHIO
FIELD INSTALLATIONS
ANTENNA MEASUREMENTS
DIRECTIONAL SYSTEMS

WBKB (TV) Sponsors Contest

YOUNGSTERS watching *Here's Geraldine* on WBKB (TV) Chicago are being invited to submit drawings of what they think will emerge from a large-sized egg received by the show's main character, a giraffe, from a mythical friend in Africa. Contest is being conducted by Jim Stewart and Geraldine, his puppet giraffe, who are looking toward the hatching date, Aug. 12. Winner with the most imaginative drawings will receive portable 45 rpm phonographs. After the egg hatches, the youngster with the drawing that most resembles the emerging "creature" will be awarded a portable hi-fi phonograph. The program is carried daily by WBKB (TV) at 4 p.m.

WETU's Tower Painting Contest

WETU Wetumpka, Ala., listeners are being invited to send in their guesses as to the total time involved in painting the station's tower. Disc jockey Ken Foster will do the entire job in his spare time and on his days off. Other features of the contest include interviews with Mr. Foster from his perch on the tower, plus news feeds to the three newspapers in the area. The listener with the closest guess will receive a radio.

WRAJ's Cool Pool Program

WRAJ Anna, Ill., in an effort to capture the soda-pop set, has initiated a new program called *Teen Time*. Employing two teenagers as disc jockeys, the program first originated from the studio, but has been moved to the patio of the city's pool.

THE CALIF.-ORE. TV TRIO

The *Smullin* TV Stations

KOTI CHANNEL 2 Klamath Falls, Ore.
KIEM CHANNEL 3 Eureka, Calif.
KBES CHANNEL 5 Medford, Ore.
CBS NBC ABC

Three markets—one billing

MARKET FACTS

POPULATION	338,800
FAMILIES	109,800
TV FAMILIES	81,252
RETAIL SALES	$474,450,000
CONSUMER SPENDABLE INCOME	$591,194,000

"The Calif.-Ore. TV TRIO bridges the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."

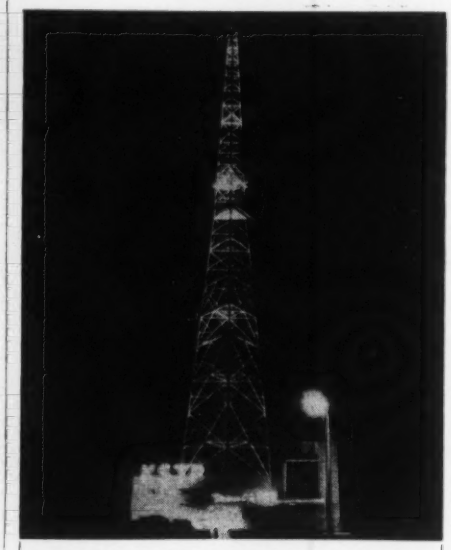
for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR Television ASSOCIATES Inc. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

KTBC-TV
is growing older . . .
taller . . . stronger . . .
NOW!
a TALLER tower
(1280' above average terrain)
MORE coverage
(1137' above ground)
and right in the HEART of TEXAS
KTBC
CHANNEL 7
CBS • NBC • ABC
316 kw
CBS
590 kc RADIO
CBS
5000 watts
AUSTIN, TEXAS
Represented Nationally by
Paul H. Raymer Co., Inc.



KSTP-TV Minneapolis-St. Paul has placed a 60-inch anti-aircraft searchlight directly beneath its tower (above) and reports it can be seen at night for more than 30 miles in any direction. The searchlight will be in use regularly and this winter, the station plans to use colored lights to offer residents the "tallest 'Christmas tree' in the state."

CBS-TV to Debut 'Verdict Is Yours'

CBS-TV's *You Are The Jury*, scheduled for debut Monday Sept. 2, has been renamed *The Verdict is Yours*. The program (Mon.-Fri. 3:30-4 p.m. EDT), featuring Jim McKay as tv reporter, will present completely unrehearsed courtroom trials in which the judge and counsel will be experienced trial lawyers and the litigants and witnesses will be professional actors. The jury, which will be selected from the studio audience, will hear testimony and render verdicts.

WRCA-TV Schedules 'Hi, Mom'

A NEW hour-long program slanted toward young mothers will begin on WRCA-TV New York on Aug. 15 (Mon.-Fri., 9-10 a.m.), with Shari Lewis as hostesss and featuring cooking expert Josie McCarthy and Registered Nurse Jane Warren. Titled *Hi, Mom*, the program will offer tips on baby care and feeding and entertainment for young children. The station believes there is a need for such programming in New York because more than 165,000 babies were born in the city in 1956 and there are more than 820,000 children up to five years of age in New York.

WPST-TV to Air '10's Tops'

WPST-TV Miami will air *10's Tops* (Mon.-Fri. 4-5 p.m.), a teen-age program based on the currently popular *Bandstand* format. The program, with Bill Wyler as m.c., will feature dance music, interviews with recording personalities and teenage guests.

KWTX Prospective Clients 'Fly'

THERE are all kinds of theories on how to sell an advertiser nighttime radio, but KWTX Waco, Tex., reports that it has discovered one way is to put your client in an airplane—at night. "Buddy" Bostick, station manager, flew Irving Melitz, manager of Zale's Jewelers, over the city at night and showed him the number of cars on the streets. As a result, Mr. Melitz was sold. He bought a heavy schedule of evening spots on KWTX.

NBC Distributes Time Charts

NBC Spot Sales promotion department is distributing its 1957-58 radio-tv time contract chart to some 3,500 advertising agency timebuyers. The convenient slide-chart, which works on a slide-rule principle, shows at a glance the exact expiration dates of time contracts, no matter when they start or how long they run. This is the fifth consecutive year the chart has been issued.

CBS to Air Health Series

CBS will air a special 10-week series of discussion interviews with some of the nation's leading authorities on health on *Adventures in Science* (Sat. 1:45-2 p.m. EDT) from July 20 to Sept. 21. The latest results in "health research" form the basis of the series, which will be hosted by Watson Davis, director of Science Service, a medical news service.

KSTP-TV Plugs 'Highway Patrol'

KSTP-TV Minneapolis-St. Paul is starting a two-part safety slogan contest in connection with telecasts of Ziv's *Highway Patrol* series. It is being presented in collaboration with the local sponsor, Velvet Blend. Viewers are asked to watch the Aug. 8 and 22 segments of the series and to send in original highway safety slogans which will be eligible for two prizes (RCA Victor portable tv sets), one each week. The sponsor also is offering free gifts to the first 100 entries received by KSTP-TV.

ABC-TV Sets Sports Series

ABC-TV will schedule *Sports Focus*, featuring Howard Cosell, as a five-day-a-week program, starting Sept. 2 (Mon.-Fri., 7-7:15 p.m.). The program recently completed a seven-week special summer series, covering the news, controversial issues and personalities in the sports world.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

PREP SCHOOL FOR TV CLASSES

SCHOOL is in session these days at WVEC-TV Norfolk, Va.—with a difference. Some 60 teachers from nine Norfolk schools are attending a tv workshop —learning tv techniques and auditioning at the same time.

Of the "students" spending their July vacation time in the studio, three will be chosen to act as "studio teachers" this fall when WVEC-TV will broadcast two hours of educational tv daily to the Norfolk schools. The experiment, claimed to be the most ambitious educational program undertaken by a commercial tv station, was initiated by J. J. Brewbaker, Norfolk school superintendent, in cooperation with the Ford Foundation and Thomas P. Chisman, president and general manager of WVEC-TV.

Duff Kliewer (above, center) operations manager for the station, has become an instructor in tv techniques for the workshop. He says the teachers "have a little ham in them," but as pupils, are quickly picking up tv techniques.

When tv classes start this fall, students will be taught in groups of 100, with one 21-inch tv monitor for each 20 students. Students will attend classes in gyms, cafeterias and auditoriums—thus releasing classrooms for other purposes.

The parties concerned hope the experiment will ease the school space problem; one school in Norfolk which had planned to operate in shifts this fall now anticipates a normal school schedule, because of the solution offered by tv classes.

Columbia College Tv Contest

COLUMBIA College of Chicago, pioneer in communications arts education, has launched a search for young writers with "fresh, creative ideas for television." The first contest is open to anyone 25 years or younger not employed by a broadcasting station nor a student at the college. The winner's "tv idea" will be produced by Columbia's television workshop on closed-circuit tv facilities and is good for a $100 savings bond.

All meritorious ideas will be presented to tv and agency executives. Judges include James H. Sawyer, assistant radio-tv production manager, Campbell-Mithun Inc., and Daniel B. Schuffman, program manager of WBKB (TV) Chicago. Blanks may be obtained from Columbia College, 207 S. Wabash Ave., and entries must be submitted by Oct. 30.

NEA Opens New York Office

THE National Education Assn., representing more than one million educators, has established a permanent tv-radio office in New York to maintain liaison with network officials and producers, in order to actively support "quality programming in the public interest," according to Dr. William G. Carr, executive secretary of NEA.

Richard Krolik, recently associated with NBC's *Wide Wide World* and *Today* and formerly in charge of tv activities for *Life*, has been retained to represent NEA in the new office, Dr. Carr stated.

Fla. Public Schools to Use Tv

STUDENTS in three Dade County (Fla.) schools, in grades three through eleven, will be taught subjects "ranging from science to social studies" over a closed-circuit tv network next fall, according to Dr. Joe Hall, superintendent of Dade schools.

About 30 students will view each teaching session, noted Dr. Hall.

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WSAZ-TV PROGRAMS
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WAY OUT IN FRONT

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3 YOUR HIT PARADE
4 THE LORETTA YOUNG SHOW
5 THE CHEVY SHOW
6 THE PEOPLE'S CHOICE
7 FATHER KNOWS BEST
8 THE STEVE ALLEN SHOW
9 TWENTY ONE
10 THIS IS YOUR LIFE

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HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
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WSAZ, Huntington & WKAZ, Charleston
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"GEE! What a modern sofa!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

More San Antonio Mommies and Papas Listen Daily to KiTE Than To Any Other Station*

*NCS #2

Call Avery-Knodel, Inc.

Broadcasting Value Demonstrated During Theoretical Enemy Attack

THE "immense value" of broadcasting in keeping the American people informed during an enemy attack situation was demonstrated during the Operation Alert 1957 exercises held July 13-19, according to word from operation headquarters.

A series of exercises and tests showed the nation's telecommunications facilities were able to withstand the effects of an assumed 167 nuclear explosions. Despite the potential damage of the attack, communications services provided the nation with information and facilities vital to survival in such an emergency.

At the end of the test period, during which the Emergency Communications Agency maintained constant surveillance, this summary of broadcasting's emergency service was made: "Sufficient ability in the am broadcasting field remained after the attack for the purpose of conveying orders, advice, comfort and assurances to the remaining population having access to radio receivers." Teams of government and industry personnel operated from a secret relocation site some distance from Washington.

WHB Helps Capture Suspect

WHB Kansas City, Mo., was given credit for a large assist in the apprehension of a dangerous criminal. The man, on trial leave from a mental hospital, allegedly attacked two small boys and was suspected of an attack on two small girls a few minutes later. After the police issued a bulletin with the man's description, an appeal was made to WHB listeners to be on the lookout for the man. As a result, the man was arrested by the police, who had been tipped off by a WHB listener.

KRON-TV Airs Request for Blood

WITH the supply of a rare blood type nearly exhausted at the Irwin Memorial Blood Bank, San Francisco, officials asked KRON-TV San Francisco to announce an appeal for donors, needed for a 13-year-old boy about to undergo heart surgery. The appeal brought more offers than the bank could accept and quickly restored its supply, the station said.

KPIX (TV) Makes Prison Film

"THIS Is San Quentin" was filmed at the prison by KPIX (TV) San Francisco as part of the station's *Adventures in Living* series and is the true story of an inmate and his reactions to prison life. Intended to give the public a new picture of prison life, the documentary stresses the rehabilitation and educational programs, with prison personnel, including the warden, acting out their real-life roles.

WADS Finds Missing Son

WADS Ansonia, Conn., was responsible for finding the son of a Mt. Clemens, Mich., woman, whom she had not seen for 35 years. The station received a plea for help on behalf of the woman, who was ill. The son was believed to be in Connecticut, where he had been taken by his father in divorce proceedings. WADS aired a news story and the missing son responded, immediately calling his mother. The telephone conversation was recorded for rebroadcast. Afterward the station presented the son with a check to help cover expenses for his trip to Mt. Clemens.

WBCK Sparks Battle Creek Drive For Louisiana Hurricane Victims

AT the suggestion of a WBCK Battle Creek, Mich., listener, the citizens of the "Cereal City" sent three large boxcars of supplies to hurricane-stricken areas of Louisiana. Ray Turner, WBCK program director, acted as coordinator of the project, called "Operation Silver Lining."

Altogether, 162 tons of material, valued by loading officials at $30,000, were sent to hurricane "Audrey" victims by this effort. WBCK broadcast a brief ceremony as the boxcars left on their 1,200-mile journey South. Mr. Turner and Joseph Buckley, managing director of the Area Development Corp., flew to Louisiana to help in the distribution of the supplies, which included bedding, clothes, food and appliances, voluntarily given and collected.

WMAL Joins Donor Campaign

IN AN attempt to relieve a shortage of blood available to Washington hospitals, WMAL-AM-TV Washington joined forces with the District Chapter of the Red Cross to boost a nine-day donor campaign. Scheduled for July 29-Aug. 5, the campaign, called "Operation Life Line," will consist of interviews with previous donors and persons who have benefited from the Red Cross Blood Bank. New donors will be solicited with announcements on both radio and television.

WCCO Puts Birds to Rout

WHEN homeowners in a St. Paul residential district complained of constant harassment from an army of starlings, WCCO Minneapolis-St. Paul set out to find a solution. After consulting with U. of Minnesota bird authorities, the WCCO staff discovered that the distress call of the starling, amplified from a mobile unit touring the area, caused the birds to depart en masse, thinking one of their own was in trouble. Casualties in the WCCO force required no more than a thorough roof-washing for the mobile unit.

Station Authorizations, Applications
(As Compiled by B • T)
July 25 through July 31

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through July 31

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	269	406	144
Fm	539	519	52	57	0

FCC Commercial Station Authorizations
As of June 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,044	519	344
Cps on air	3,079	530	519
Cps not on air	159	31	132
Total authorized	3,238	561	651
Applications in hearing	153	3	87
New station requests	322	24	79
New station bids in hearing	109	0	50
Facilities change requests	185	8	46
Total applications pending	975	134	366
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through July 31

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	389	88	477[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	356	325	670[3]
Noncomm. Educational	27	21	48[3]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,095	337	862	584	1,444[3]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	900	617	1,512[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

ACTION

Seattle, Wash.—Queen City Bcstg. Co. granted vhf ch. 7 (174-180 mc); ERP 316 kw vis., 158 kw aur., ant. height above terrain 817 ft., above ground 598 ft. Estimated construction cost $534,354, first year operating cost $560,000, revenue $1,210,500 P. O. address 1530 Queen Anne Ave., Seattle. Studio location Seattle. Trans. location Seattle. Geographic coordinates 47° 38′ 01″ N. Lat., 122° 21′ 20″ W. Long. Ant. RCA, trans. DuMont. Legal counsel Arnold, Fortas & Porter, Washington, D. C. Consulting engineer J. B. Hatfield, Seattle. Owners include **Saul Haas** (62.13%), **Sen. Warren G. Magnuson** (3.24%) and others none of whom own more than 3%. Queen City is licensee of **KIRO-AM-FM Seattle.**

APPLICATIONS

Albuquerque, N. M.—University of New Mexico—vhf ch. 5 (76-82 mc); ERP 2.004 kw vis., 1.019 kw aur.; ant. height above average terrain 4,311 ft., above ground 34 ft. Estimated construction cost $387,000, first year operating cost $80,000. P. O. address University of New Mexico, Albuquerque. Studio location Bernalillo County. Trans. location Bernalillo County. Geographic coordinates 35° 12′ 32″ N. Lat., 106° 26′ 64″ W. Long. Trans.-ant. RCA. Legal counsel Seymour Krieger, Washington, D. C. Consulting engineer George P. Adair, Washington, D. C. Regents of University will operate station as non-commercial-educational.

Vail Mills, N. Y.—Veterans Bcstg. Co., vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,000 ft., above ground 935 ft. Estimated construction cost $764,630, first year operating cost $1,200,000, revenue $1,500,000. P. O. address 17 S. Clinton Ave., Rochester 4, N. Y. Studio location Vail Mills. Trans. location Fulton County. Geographic coordinates 43° 02′ 03″ N. Lat., 74° 13′ 37″ W. Long. Trans.-ant. GE. Legal counsel Spearman & Roberson, Washington, D. C. Consulting engineer Page, Creutz, Steel & Waldschmitt, Washington, D. C. Principals include **Ervin F. Lyke** (7.5%), **Hal James, Harry Bennett,** and **William B. Maillefort,** each 4.88% and others. Veterans is licensee of WVET-TV Rochester, N. Y.

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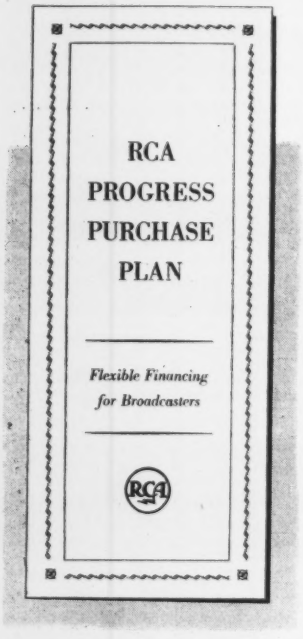

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New Am Stations

ACTIONS

Fresno, Calif.—**B. L. Golden** granted 980 kc, 500 w day. P. O. address 1838 Tyler Ave. Estimated construction cost $12,930, first year operating cost $25,000, first year revenue $36,000. Mr. Golden is radio announcer-disc jockey.

APPLICATIONS

Chula Vista, Calif.—**Southbay Bcstrs.**, 990 kc, 250 w D. P. O. address 514 Spreckles Bldg., San Diego 1, Calif. Estimated construction cost $16,972, first year operating cost $36,000, revenue $54,000. Owners are **Burr Stalnaker** (40%), **John B. Stodelle** (40%) and **Thelma H. Weeks** (20%). Mr. Stalnaker is engineer **KCBQ San Diego**, Mr. Stodelle partner advertising agency and Miss Weeks is former bookkeeper.

Lake City, Fla.—**Gator Bcstg. Co.**, 1390 kc, 1 kw D. P. O. address 1830 E. Monroe St., Lake City. Estimated construction cost $14,896, first year operating cost $30,000, revenue $42,000. Equal partners are **Donald E. Dockery, Ray C. Joyner** and **Robert E. Dobelstein.** Mr. Dockery employe of **WDSR Lake City**, Mr. Dobelstein gas station owner and Mr. Joyner has grocery interests.

Winona, Miss.—**Winona Bcstg. Co.**, 1570 kc, 1 kw D. P. O. address % M. L. Pate, 1605 W. Jackson St., Tupelo, Miss. Estimated construction cost $8,595, first year operating cost $15,600, revenue $25,000. Equal partners are **M. L. Pate** and **Landis Rogers.** Mr. Pate store mgr. and Mr. Landis former program director **WACR Columbus, Miss.**

Belgrade, Mont.—**King's Garden Inc.**, 630 kc, 1 kw D. P. O. address Seattle 33, Wash. Estimated construction cost $20,500, first year operating cost $20,000, revenue $24,000. Equal partners are **A. B. Martin, Edgar Atkinson, C. Dorr Demaray, Axel P. Fredeen, Edwin Greene** and **Hegge Iverson.** King's Garden is licensee of **KGDN Edmonds, Wash.**

Norfolk, N. Y.—**Robert S. Plimpton**, 1050 kc, 1 kw D. P. O. address Storrs, Conn. Estimated construction cost $15,501, first year operating cost $31,320, revenue $44,928. Mr. Plimpton, manufacturers agent, will be sole owner.

Fredericksburg, Va.—Richard F. Lewis Jr., 1350 kc, 500 w D.P.O. address Drawer 605, Winchester, Va. Estimated construction cost $27,200, first year operating cost $50,000, revenue $30,000. Mr. Lewis, licensee of **WHYL Carlisle, WAYZ Waynesboro,** both Pa., **WINC, WRFL (FM) Winchester, WSIG Mt. Jackson,** all Va. and **WELD Fisher, W. Va.,** also holds cp for **WAGE Leesburg, Va.,** will be sole owner.

Merrill, Wis.—**Lincoln County Bcstg. Co.**, 1400 kc, 250 w unl. P. O. address Box 192, Merrill. Estimated construction cost $20,100, first year operating cost $52,000, revenue $60,000. Equal partners are **Joseph P. Chilsen** and **William F. McCormick.** Mr. Chilsen owns minority interest in Merrill Publishing Co., Mr. McCormick minority interest in **WSAU-AM-TV Wausau, Wis.**

Puerto Nuevo, San Juan, P. R.—**Jose R. Madrazo**, 860 kc, 500 w D. P. O. address Box 2650, San Juan. Estimated construction cost $25,386, first year operating cost $20,000, revenue $30,000. Mr. Madrazo, 97% owner **WMDD** Fajardo, P. R., will be sole owner.

New Fm Stations

ACTION

Atherton, Calif.—**Peninsula Fm** granted 101.3 mc, 1.49 kw unl. P. O. address 330 El Camino Real, Atherton. Estimated construction cost $5,565, first year operating cost $10,000, revenue $18,000. Equal partners are **James J. Gabbert, Gary M. Gielow** and **John S. Wickett.** Messrs. Gabbert and Gielow are Stanford U. students and Mr. Wickett is realtor.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 2

(Figures in parentheses indicate dates oral arguments were held.)

Biloxi, Miss., ch. 13 (12-18-56); Amarillo, Tex., ch. 7 (7-29-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57).

IN HEARING 10

Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Butte, Mont., ch. 6; Ogden, Utah, ch. 9 (7-3-57); Buffalo, N. Y., ch. 7 (9-24-56); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

Ownership Changes

ACTIONS

KIVA (TV) Yuma, Ariz.—Granted transfer of control of licensee corporation from **Valley Telecasting Co.** to **Harry C. Butcher** for $241,000. Mr. Butcher owns **KIST Santa Barbara, Calif.**, 22% application for ch. 3 Hartford, Conn., and was former stockholder in **KEYT (TV) Santa Barbara.**

KWFC Hot Springs, Ark.—Granted transfer of control of licensee corporation from **Camden Radio Inc.** to **Clyde E. Wilson** for $25,000. Mr. Wilson, former 25% owner, will be 100% owner.

WHIY Orlando, Fla.—Granted negative control by **Gordon Sherman** and **Melvin Feldman** through purchase of stock (25%) from **Emil J. Arnold** for $4,000. Mr. Arnold will own 25% and Messrs. Feldman and Sherman 25% each.

KPID Payette, Idaho—Granted assignment of cp from **Payette Bcstrs.** to **Earl F. Hash** for $2,000. Mr. Hash has engineering interests.

WKTL Kendallville, Ind.—Granted transfer of control of licensee corporation from **Noble-DeKalb Bcstg. Co.** to **Paul L. King** and **Weldon M. Cornell** for $48,000. Mr. King, program mgr. **WOHO Toledo, Ohio,** and Mr. Cornell, restaurant owner, are equal partners.

WEGA Newton, Miss.—Granted assignment of

Southern Regional

$60,000.00

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license from **E. O. Roden, B. H. Gresham, James E. Reese, W. I. Dove** and **Zane D. Roden** to **Newton Bcstg. Co.** for $15,000. **W. E. Farrar** (40%), 49% **WRAG Carrollton, Ala.**, 45% **WMAG Forest, Miss.**; 30% **WDOB Canton, Miss.**; **R. E. Hook** (40%), 49% **WRAG**, 75% **WRUS Russellville, Ky.**, 45% **WMAG**, 20% **WDOB**; **Hugh Hughes** (10%), 10% **WMAG**, 20% **WDOB**, and **Donald R. Moore** (10%), employe **WBIP Booneville, Miss.**, will be owners.

WHIM Providence, R. I.—Granted assignment of license from **Intercity Bcstrs. Inc.** to **Buckley-Jaeger Bcstg. Corp.** for $640,000. **Richard D. Buckley** (66.7%) and **John B. Jaeger** (33 3%) have interests in **WNEW** and **WABD (TV) New York** and **WTTG (TV) Washintgon, D. C.**

Hearing Cases

INITIAL DECISION

Hearing Examiner Annie Neal Huntting issued an Initial Decision looking toward grant of application of **Southwest State, Inc.**, for a new tv station to operate on channel 7 in Amarillo, Tex.

PETITIONS

WATR-TV Waterbury, Conn.—Petition requesting amendment of Sec. 3.606 by the institution of rule making so as to reallocate ch. 53 from Waterbury to Hartford, Connecticut and designate it for non-commercial use; reallocate ch. 24 from Hartford to Waterbury, Connecticut for commercial use; modify the construction permit of WATR-TV to specify operation on ch. 24; and modify the construction permit of Connecticut State Board of Education to specify ch. 53 at Hartford, Conn.

The FCC denied a petition by Carl Bloomquist for reconsideration of April 24 report and order which shifted ch. 10 from **Hibbing, Minn.**, and **Hancock, Mich.**, and added it to **Duluth, Minn.-Superior, Wis.** In an effort to provide vhf assignment for Hibbing, the Commission invites comments by Aug. 23 to notice of proposed rule making proposing assigning ch. 13 to Hibbing by substituting ch. 9 for ch. 13 at **Bemidji, Minn.**

The Commission granted in part a petition by **WICU** ch. 12 **Erie, Pa.**, and extended the time from Aug. 1 to Aug. 30 to file comments in rule making proceeding to change tv channel assignments in Erie, Pa.-Akron-Cleveland, Ohio, and other cities.

TV RULE MAKING FINALIZED

The FCC finalized rule making and amended its tv table of assignments to add ch. 8 to Waycross, Ga., effective Aug. 30. This was preferred to conflicting proposal to place that channel in Moultrie, Ga.

TV RULE MAKING PETITION DENIED

The FCC denied a petition by State Telecasting Co. applicant for tv station on ch. 56 in Gulfport, Miss., to change the noncommercial educational reservation in Biloxi, Miss., from ch. *44 to ch. 13, which latter channel is now assigned for commefcial use in that city.

Routine Roundup

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of July 26

KMAU-TV Wailuku, Hawaii—Granted mod. of license to change ant. designation; ERP vis. 5.89 kw, aur. 2.95 kw ant. 5950 ft.

WMSL-TV Decatur, Ala.—Granted cp to change ERP to vis. 117 kw, aur. 63.1 kw, ant. 350 ft.; change types trans. and make other equipment changes.

WDDS-FM Syracuse, N. Y.—Granted cp to change ERP to 97 kw, ant. height to 660 ft., and change antenna system.

KPOL-FM Los Angeles, Calif.—Granted mod. of cp to change ERP to 4.4 kw, change ant. height to 570 ft., change trans. location (slight change, same address), change type of trans. and make changes in antenna system.

Actions of July 25

WEAU-TV Eau Claire, Wis.—Granted license covering changes in facilities; ERP vis. 310 kw, aur. 155 kw, ant. height 900 ft.

KRIS-TV Corpus Christi, Tex.—Granted license covering changes in facilities.

KLPL Lake Providence, La.—Granted license for am station (BL-6690).

The following were granted extension of complete dates as shown: **KRSD-TV Rapid City, S. D.** to 10-15; **WJIM-TV Lansing, Mich.** to 11-27; **WCDA Albany, N. Y.** to 2-15-58; **WDBJ-TV Roanoke, Va.** to 11-12

KVOS-TV Bellingham, Wash.—Granted mod. of cp to change ERP to vis. 214 kw, aur. 107 kw, ant. 2370 ft., and make changes in ant system.

WTOV-TV Norfolk, Va.—Granted mod. of cp to change studio location to Portsmouth, Va.

The following were granted extension of complete dates as shown: **WJMR-TV New Orleans, La.** to 2-2-58; **WTWV (TV) Tupelo, Miss.** to 11-15; **WMT-TV Cedar Rapids, Iowa** to 1-29-58.

Actions of July 23

KMLA (FM) Los Angeles, Calif.—Granted license for fm.

WSOC-AM-FM-TV Charlotte, N. C.—Granted Mod. of licenses to change name of licensee to **WSOC Broadcasting Co.**

KRHM (FM) Hollywood, Calif.—Granted mod. of license to change name of fm station to **KRHM Broadcasting Co.**

WHP-TV Harrisburg, Pa.—Granted mod. of cp to change ERP to vis. 447 kw, aur 224 kw, change type of trans. and make other equipment changes.

WHYS Ocala, Fla.—Granted mod. of cp to change ant.-trans. location, change studio location.

COLORCASTING

The Next 10 Days of Network Color Shows
(All times EDT)

CBS-TV

Colorcasting schedule cancelled for summer.

NBC-TV

Aug. 5-9, 12-14 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

Aug. 5-9, 12-14 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

Aug. 5, 12 (9:30-10 p.m.) *Arthur Murray Party*, Bristol-Myers through Young & Rubicam.

Aug. 7, 14 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Aug. 8 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

Aug. 10 (8-9 p.m.) *Julius La Rosa Show*, participating sponsors.

Aug. 11 (4:30-5 p.m.) *Zoo Parade*, sustaining.

Aug. 11 (9-10 p.m.) *Alcoa Hour*, Aluminum Co. of America through Fuller & Smith & Ross.

UPCOMING

August

Aug. 11-13: Georgia Assn. of Broadcasters, General Oglethorpe Hotel, Savannah, Ga.

Aug. 15-17: South Carolina Radio & Television Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

Aug. 16-18: Semi-annual meeting, West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 20-23: Western Electronic Show and Convention, San Francisco.

Aug. 30-31: Annual meeting of Montana Radio Stations, Florence Hotel, Missoula, Mont.

September

Sept. 8-14: National Television Week.

Sept. 10-12: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn. fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 9-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

November

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

NARTB CONFERENCES

Region 1 (New England, N. J., N. Y.)	Sept. 16-17	Van Curler Hotel Schenectady, N. Y.
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-20	Statler Hotel Cleveland
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24	Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis

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RADIO

Help Wanted

Management

Sales manager top earnings for top man major independent, New Jersey market. Box 661A, B•T.

Northern Illinois sales manager strong on sales, real opportunity for good man. Box 663A, B•T.

Sales manager, $6000 plus percentage. Give experience and references to Jim Brady, KIFI, Idaho Falls, Idaho.

Sales

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 570A, B•T.

Time salesman. Salary plus commission. Good market. ABC Texas station. Box 614A, B•T.

Oregon regional station. Fine place to live. Guarantee $300. 20% commissions. Box 633A, B•T.

Michigan regional independent needs a good salesman, capable of growth, good salary, plus. Box 662A, B•T.

Can you sell? If you believe radio is a great advertising media, and have sales record to back it up, you're the man we want to represent top station in rich southeastern market. You must have drive, ideals and a desire to make real money. Excellent opportunity for fast advancement and top pay with fast moving chain. Send full information and picture to Box 682A, B•T.

Young college man needed in St. Louis by top firm, representing many outstanding radio stations. Send information on family status, education, job and sales record, salary required, and snapshot. Box 714A, B•T.

Immediate, excellent sales opportunity leading to management. Florida eastcoast. Send details immediately. Box 723A, B•T.

Salesman for strong regional daytimer in excellent market. Excellent opportunity for good family man to advance from announcer or pd into sales. Reasonable guarantee against 15%. KFRD, Rosenberg, Texas.

California metropolitan net affiliate in market of 500,000 has opening for experienced radio salesman. Over $5000 a year guarantee, plus commission and car allowance. Send full details and references to KGMS, Hotel Senator, Sacramento, California.

Salesman-announcer. Permanent position, some experience required. Ideal climate, good wages, chance for advancement. Needed at once. Contact Jim Duncan, KSIL, Silver City, N. Mexico.

Salesman, with proven ability, able to furnish complete background references, and complete list of satisfied clients. Two years experience minimum. $100 a week plus commission. Contact Bob Booe, Mgr., KSMN, Mason City, Iowa.

Minnesota station needs salesman-announcer. Good salary plus commission. KTOE, Mankato, Minn.

Salesman. On daytime regional station in good family area. First time sales job open in over two years, commissions drawn now well over $100 per week and could be doubled. Want solid, knowledgeable man who can quickly develop into management with young owners of multi-station group. Personal interviews mandatory. Call Joseph Amaturo, WESO, Southbridge, Mass.

Announcers

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary sales-announcing. Send tape, resume. $100.00 against 15%. Box 569A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted, combination all-around announcer and copywriter with experience of at least three years, furnish references, salary expected, state last three employers and whether presently employed. All information confidential. Box 592A, B•T.

Opportunity! A young personality to grow with a leading mid-west independent. Must have first phone, send tape and resume (returned) to Box 595A, B•T.

Illinois kilowatt independent wants announcer with several years general staff experience and proved news writing ability. Liberal pay, many fringe benefits. Personal interview required. List age, education, experience in detail. Box 604A, B•T.

Desire football announcer plus staff duties. Tell all. Texas station. Box 613A, B•T.

Polished DJ wanted—Rapid-fire delivery at a sportscast pace. Glib. Informal lingo. Rhyming intros to records. Wanted by midwest station. $160 a week. Box 669A, B•T.

New England regional wants early morning personality. Chatter, anecdotes, good balance of music, light sound, good ad-lib commercials. Tape must demonstrate this type of show, plus straight announcing ability. No straight dj. $100 week. Send 7½ IPS tape, single track, resume, references. Box 680A, B•T.

Wanted: Top quality voices. Not interested personality announcers but high pay and permanent future with very fast growing chain of seven stations awaits man with show business production ability in radio. Men who have the know-how to direct making of production commercials and have a good solid commercial voice themselves. If you qualify, please write Box 683A, B•T.

DJ, with local news-gathering experience. Give full details about yourself, including expected compensation. Box 688A, B•T.

Experienced announcer. Voice quality must be good. Opening for morning man and topflight all-around announcer. Send tape, photo, resume, and references. Box 692A, B•T.

A combo man who can do a top-flight disc show can make real money here. Must have first class ticket. This is medium market radio-tv operation in midwest. A permanent job with excellent opportunity. Send all information and tape first letter. Box 715A, B•T.

We need a disc jockey, bright personality, good sell. The right man will have an opportunity to make an excellent salary in a fine medium-size midwest market. This is radio-tv operation. Send tape and full information. Immediate opening. Box 716A, B•T.

Pennsylvania independent wants announcer with commercial experience. Must have good voice and run control board. Familiar with western and pop music. $75. Box 724A, B•T.

Wanted, experienced announcer to act as assistant program director for Louisiana, daytime independent. Family man preferred. Send tape, letter, picture and salary desired. Good opportunity. Box 726A, B•T.

1st phone combo man, good maintenance, able to write copy. Top salary, wonderful living conditions in beautiful midwest lake area. Box 742A, B•T.

Experienced negro announcer-engineer combo, with first class ticket, wanted by leading negro-programmed station in metropolitan area. Send tape and resume to Box 743A, B•T.

First phone announcer new Montana station. $400 per month, call Manager, KGCX, Sidney, Montana.

KLAD in Klamath Falls, Oregon, has an opening for a good combination announcer-salesman. Good pay.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-salesman with promotional ability. Some experience required. Write KLFT, Golden Meadow, Louisiana.

Opening—Top announcers, live, willing work format, Denver and San Francisco. Send tape, KOSI, Denver, no telephone calls.

Need experienced staff man familiar with news, music, sports, format. Operate own board. If you have first ticket, so much the better, but it is not essential. Send resume, picture, salary requirements. Hold tapes for later request. Program Director, KWNO, Winona, Minnesota.

Experienced announcer needed by 1000 watt daytime independent. Send tape, photo and resume stating salary expected to Program Manager, WCCM, Lawrence, Massachusetts.

Good, versatile announcer needed for eastern Carolina kilowatt with fulltime fm. Must be experienced. Send tape and resume to Lee Hodges. WCPS, Tarboro, N. C.

Staff announcer for good small city, independent, upstate New York. Some experience or real promise. Write Lee Hickling, WDOS, Oneonta, New York.

Have immediate opening for announcer with first class ticket. Good opportunity in a fast growing community. Radio Station WKEN, Dover, Delaware.

New Maine regional music station, combining 730 kc with salt water coverage of New England coast, requires top staff. Beginning operations in September. $110 a week for above average announcers. Send tape and complete resume to Winslow T. Porter, WMMS, Bath, Maine.

Experienced announcer rapidly expanding Chicago area station. Send data, tape and picture, salary expected. Real opportunity for right man. WMRO, Aurora, Illinois.

Wanted, topflight utility announcer capable of handling college play-by-play sports and news for aggressive independent 5,000 watter. Top salary to right man. Send tape, letter immediately to WRFC, Athens, Ga.

Announcer with or without first phone license. WSYB, Rutland, Vermont.

Technical

Are you an energetic engineer who has no chance for advancement in your present job, then we're looking for you. We are a two-station chain with the third station permit expected shortly. We need a chief engineer, a man capable of maintenance repair, and purchase of technical equipment. The man we hire will have a chance at the construction of our proposed third station. If you're a young married man who desires to assume a permanent and responsible position with an expanding firm, send all information to Box 158A, B•T.

Florida's finest wants combo man immediately. First ticket, excellent opportunity, top company if ambitious, investigate. Box 523A, B•T.

Wanted, first class radio engineer, must furnish references, give experience, salary expected and when available. Box 591A, B•T.

Immediate opening for chief engineer-announcer for remote controlled fulltime 250 watt station. Must have above average voice for short air shift. Good salary. Contact immediately. Box 618A, B•T.

First class engineer-announcer for Indiana non-directional 1000 watt daytimer. Box 642A, B•T.

Microwave engineer. Challenging opportunity for young man to utilize knowledge of microwave in conjunction with community antenna systems. National company. Send resume to Box 654A, B•T.

Wanted—1000 watt daytimer in southwest needs chief engineer who can announce. Salary plus living quarters and utilities. Box 699A, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer needed immediately for am, fm and tv. Permanency and future salary increases. Box 701A, B•T.

1st class engineer with announcing ability for progressive 250 Mutual in east North Carolina. Airmail complete data including references, starting salary requirements, date available. Box 728A, B•T.

Engineer needed for North Carolina kilowatt remote controlled. Maintenance ability. Car necessary. Box 736A, B•T.

Position open immediately for first class engineer who can also announce, $100.00 weekly. New equipment, good working conditions. Send full details to Manager, KFMA Broadcasting Company. Box 457-415 Perry Street, Davenport, Iowa.

Opening for chief engineer-announcer, ideal mountain climate working conditions, starting salary $80.00 weekly plus overtime. Low living costs in single station market. Call collect if interested Lloyd Hawkins, KRTN, Raton, New Mexico.

Engineer with first class license, combo man that can announce or sell preferred. WDBL, Springfield, Tennessee.

1st class engineer, 40 hours a week, must have some experience in maintenance, contact WGSM, Huntington, N. Y.

Wanted immediately, engineer for chief engineer position with thousand watt radio station in southeast Georgia. Must have first class license, know Gates equipment, have announcing and board experience. Good salary, excellent working conditions. Send tape, details to WJAT, Swainsboro, Georgia.

Production-Programming, Others

Wanted: Continuity writer. Experienced. Position with established station. In business 26 years. Midwest. City 45,000 population. 50 miles from Milwaukee. State salary desired and experience. Box 634A, B•T.

Live wire newsman. Background of reporting, editing, with forceful air presentation. Excellent opportunity at north central metropolitan am-tv stations. Send tape, snapshot and full details about previous experience, and advise salary expected. Confidential. Box 687A, B•T.

One of the midwest's top radio-tv news operations has opening for steady aggressive newsman with good voice. Send tape and photo with full personal information. Box 717A, B•T.

Experienced newsman with copywriting ability. Ideal resort area. Send tape and resume to KBHS, Hot Springs, Arkansas.

Need program director with salable ideas who can do board work. Excellent salary, good working conditions. Call or write Gordon MacIntosh, WTUX, Wilmington, Delaware.

Immediate opening production type copywriter. Man or woman. Call Dick Clark, collect, Daytona Beach, Florida. Clinton 2-6491.

RADIO

Situations Wanted

Management

Commercial manager-salesman experienced small station operation. Married, family, available September 1. Desire relocate west coast. Reasonable income needed. Box 534A, B•T.

10 year radio veteran, age 30, seeks relocation NY-Jersey area as manager, commercial manager, PD or combination. College. Family. Box 630A, B•T.

Manager-sales manager. Now employed major market but station sale pending to owner who will manage. Record to prove administrative and sales ability made sale possible. Fifteen years executive experience and reputation, substantiated. Confidential. Box 659A, B•T.

General manager-salesman: Experienced, married, top references, permanent, BA Degree. Box 685A, B•T.

Unusually complete background including management radio station seven years with successful record in sales and civic affairs. Network experience in tv and radio in area important to tv station. Three years with client supervising advertising and sales promotion. Employed but highly desirous of future with station operation. Prefer eastern market. Box 706A, B•T.

RADIO

Situations Wanted—(Cont'd)

Management

Specialist in negro radio. Experienced announcer, salesman, program director. Want to move up with progressive organization. Southerner, white, married, late model car. College graduate. Box 709A, B•T.

Sales manager, news, announcing, administrative, radio-tv background, married, veteran. Box 721A, B•T.

Small market manager or assistant. Experienced organizing, programming, copy, sales. Box 741A, B•T.

Manager. 10 years in the business. Age 29. Have been local salesman. Have done sports, disc, local news and other type shows. Present position (8 years) pays well but will leave for right managerial position. Family man, dependable, conscientious, sober. References. Box 746A, B•T.

Sales

Permanent sales position with solid operation desired. Married, versatile, employed. Box 725A, B•T.

Announcers

Sportscaster, eight years experience. Can give you top football, basketball play-by-play. Top pro, college basketball, football experience. Available Sept. 1. Box 594A, B•T.

Experienced dj-announcer, first phone. $100 minimum 40 hours. Prefer midwest. Box 605A, B•T.

Sportscaster-announcer, first class license, 8 years experience, staff, play-by-play basketball, football. Presently employed. Box 623A, B•T.

Veteran sportscaster. 13 years excellent play-by-play football, basketball, baseball, boxing. Top sports shows, special events, news. Desire strong sports station. 3 years television. Prefer east. Minimum talent included $150. Box 641A, B•T.

DJ, 8 years experience, tops in area, age 27, married, family, tv experience, personality shows am and tv, record hops, prefer am and tv operation, will consider either. Box 658A, B•T.

Major market announcer, family, five years experience, some tv, employed 1000 watt independent interested commercial tv or good radio deal. Box 745A, B•T.

3 years experience announcing, console operation with 1000 watt commercial station. Recent 2 years college graduate. Box 681A, B•T.

Top rated dj and commercial announcer in large market with first phone. Married, 28, dependable, 10 years experience, good habits, seeking relocation for advancement and position. Details and tape on request. Box 691A, B•T.

Announcer, young, ambitious, employed. Seeking job with future. Will relocate. Box 697A, B•T.

Good announcer, trapped in juke box with tape, wants out. Big city, 5-day week only. Top newsman, first ticket. Midwest now, will go long way for good music station. Box 698A, B•T.

DJ, three years experience, commercial sell, knows music, family. Box 700A, B•T.

Experienced, mature dj wants job playing records for and selling sponsor's merchandise to grown-ups. First ticket. Available 25 August. Box 702A, B•T.

First class announcer desires change. 3 years good solid experience as disc jockey (pops-jazz standards), newsman, sportscaster with play-by-play experience. I'm 23, single and will consider all locales. Box 703A, B•T.

Announcer-salesman. Ten years experience announcing; network affiliate and independent. Quality voice; familiar all types music. Good news and sports, write and deliver. Also continuity. Public relations, college. Married. Car. Box 708A, B•T.

Announcer-producer eastern vhf. Eleven years radio, four tv. 28, married. Offering creativeness, competence, intelligent application. Let's go to town! Box 710A, B•T.

Young experienced announcer-operator, single, draft-exempt, white. Now employed Detroit. Desires change, prefer midwest, but will consider any reasonable offer. Box 711A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Eight years radio-tv. Married. Informal, low pressure, personality seeks permanency in Dayton, Columbus, Akron, Toledo, Cincinnati, Cleveland, Youngstown, Ft. Wayne, Indianapolis, Rockford. Sports, news qualifications also. Box 722A, B•T.

Broadcasting school graduate. Employment wanted 75 miles of Wash., D. C. DJ. Audition in person. Box 729A, B•T.

Somewhere in Florida there's a station that can use a young married disc jockey-announcer. Competent, dependable, sober and hard working. 250 and 5 kw experience. Ready to move up. Also sales experience. Available immediately. Box 732A, B•T.

Sports announcer-veteran, married, college degree-one year experience, very strong on play-by-play. Box 733A, B•T.

Announcer-veteran, married, college degree-one years experince, strong on sports and news. Experienced in newswriting and copywriting. Box 734A, B•T.

Top morning, personality dj, news man and announcer. 28, family, ambitious, seeking opportunity. Box 735A, B•T.

Young announcer, 3 years experience. Network voice. Accent on news. No small stations please. Box 744A, B•T.

Chief-combo well qualified and reliable. Rhyming and bright record intros. Can be available soon. 8-0522, Hudson, New York.

Young deejay, 3 years, large metro markets. No small stations, or towns. Bob Dahlgren, 421 No. Peninsula, Daytona Beach, Florida.

Negro dj, operate own board. Strong news, commercials, speaks Spanish. C. Mitchell 972 Park Place, Brooklyn 13, N. Y., President 8-2807.

Ready and willing to go your way. 2½ years college, radio school graduate. Brief air experience. Good potential. Jim Waran, 6328 N. Mobile, Chicago. Newcastle 1-4364.

Technical

Eighteen years am-fm including directional antennas. Experienced chief. $8,000 minimum plus moving. Box 406A, B•T.

Versatile combo 1st phone, ten years chief, enthusiastic, reliable. Seeks California. $500 minimum. Box 637A, B•T.

Announcer-engineer. Here's one that can really announce. Four years experience. Family man. South only. $125 minimum. Box 690A, B•T.

Combo, presently employed. Desires to relocate anywhere. One year experience. Married, sober, reliable. No gimmicks. Box 707A, B•T.

Production-Programming, Others

It's time for a change. Have trenchcoat and typewriter, will travel. Experienced newsman, single, veteran, journalism degree. Top references. Box 548A, B•T.

6½ years, radio-tv. All phases. Play-by-play, news, dj. Presently employed as afternoon dj in one of the top 5 major markets. Looking to move up to PD or other executive capacity. Will invest, if right. Young, aggressive. Will do air work. Tape, and resume on request. Box 693A, B•T.

Traffic-billing two years experience small station operation. Gal Friday, single, prefer midwest or west. Available September 1st. References. Box 694A, B•T.

Attention owners of radio stations! Is your station losing money? I can positively make it a profit maker. Box 730A, B•T.

1957 June graduate Michigan State U. B.A. Degree in Radio-TV production, will consider any position anywhere. Interested in sports, dj, news and programming. Excellent references. AERHO member. A. B. Goodworth, 150 Sherwood Rd., Williamston, Michigan. Lansing phone ED 7-7292.

TELEVISION

Help Wanted

Sales

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Please enclose recent snapshot. Box 755G, B•T.

Television salesman, southwest tv station, sales manager possibility. Young, aggressive, self-starter. Drawing account against commissions, excellent opportunity if previous selling experience and particulars. Box 739A, B•T.

Leading station in fastest growing market in southeast will soon have available for assignment its most important list of active local accounts. If you have proven record of success in advertising sales, send complete information to WSAV-TV, Savannah.

Announcers

Announcers wanted by large pioneer eastern vhf outlet going to full power. Should be familiar with all phases of tv production but will consider topnotch radio men willing to learn. Send full details with application. Address Box 689A, B•T.

Sportscaster, tv and radio, large midwestern market; rush tapes, S.O.F., resume; state salary expected. Contact: RO, Box 626, Fargo, N. Dak.

Technical

Studio engineer for vhf station in large midwest city. Finest equipment to operate, good salary and other benefits. This is the leading station in the area, and requires grade A men to operate it. Supply resume of experience, education, and a photo. Reply Box 441A, B•T.

Expanding schedule need first class engineer. Good salary based on experience. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Engineer with supervisory experience studio and transmitter. Location in Boston, Mass. Salary commensurate with ability. Please send background, resume to Frank W. Harvey, WGBH-TV, Cambridge, Mass.

Engineer, first phone, needed immediately, $100 per week to start. Lot of fun living around Norfolk and Va. Beach. Call or write Tim Bright, WTOV-TV, Norfolk, Va. Phone MAdison 7-5915.

Studio and transmitter technicians: Young, experienced, energetic for educational vhf. College opportunity at nearby NC State, Duke, Carolina. State experience, education, and provide recent snapshot by letter to Alan B. MacIntyre, WUNC-TV, Chapel Hill, North Carolina.

Television production center has openings for studio engineers. Work in monochrome, compatible color, kinescope recordings. Theoretical and practical background desired. Working conditions, salary, and benefits excellent. Contact: Personnel Office, University of Michigan, Ann Arbor, Michigan.

Production-Programming, Others

Television executive wants girl Friday with knowledge of television and radio business, shorthand and typing. Free to travel in or out of the United States and able to handle travel details, appointments, etc. Apply Box 696A, B•T.

Newspaper owned, newsminded vhf in good market needs news director who knows news and is strong air personality. Please send photo and tape or audition film, resume, expected starting salary to Box 740A, B•T.

TELEVISION

Situations Wanted

Management

Manager-sales manager. 12 successful years small and large markets. Excellent national contacts and best references. 39, family of four. Interested in only in good operation with future. Pleased to send resume. Box 557A, B•T.

TV manager, sales manager, national sales manager. 14 years experience all phases broadcasting. Active civic and community affairs. Now employed major market. Box 719A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Sales

Young man, 27, college graduate, veteran, successful tv time salesman in second largest market of midwest state. Desires opportunity in Chicago area preferably; however, will consider other areas. Box 738A, B•T.

Announcers

Announcer good on camera, doesn't sound bored in booth. Presently top man metropolitan "U" wants to become bottom man at metropolitan "V" and work up. Box 617A, B•T.

Technical

Twenty years am-fm-tv including color. Chief, supervisory experience. Reliable family man. Box 407A, B•T.

Engineer, first phone; seeking position at tv transmitter or studio anywhere; experience in radio transmitter and studio; instructor and ham; 29; married; salary and hours of secondary importance. Box 612A, B•T.

Production-Programming, Others

Experienced with all phases of studio production, including commercial and remote. Seeks position with station desiring a young (28) man with imagination and know-how. Box 122A, B•T.

Director-producer, 4 years experience all phases production. Seven years radio-tv announcing. University degree. Congenial, 31; versatile, creative, reliable. Relocate. Box 507A, B•T.

Film editor well rounded film experience. Presently employed, desires permanent position with larger responsibilities. Box 547A, B•T.

Ambitious director, floundering in overstaffed, large midwest indie, seeks progressive relocation. Married, 28, college (M.S.), vet. Box 695A, B•T.

FOR SALE

Stations

New England single station market priced near annual gross at $70,000. Terms. Middle south fulltime station in growing secondary market. Terms. Metropolitan market, southeast priced near 5 year annual gross average $150,000, half down, half terms. Paul H. Chapman Company, 17 East 48th Street, New York 17, New York, or 84 Peachtree Street, Atlanta, 3, Ga.

Private, conservative service to qualified principals only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

RCA custom-built master control. Control unit accommodates 10 incoming program sources and 6 outgoing channels. Twelve additional racks containing isolation, line, auxiliary and monitor amplifiers. Power supplies and other associated equipment. Box 705A, B•T.

5 kw RCA 5-C water cooled transmitter. Including antenna tuning unit and transmission line. Now being used as KFWB auxiliary transmitter. Inquire Chief Engineer, KFWB Transmitter, 3535 S. La Cienega Blvd., Los Angeles, Calif.

Western programs — ¼ hour transcribed open-end musical programs, Riders Purple Sage, etc. 400 programs, 25¢ a program. WAND, Canton, Ohio.

Have equipment for kilowatt station, need a location. Van Sandt, WJOI, Florence, Alabama.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

Announcing the extension of our services

on behalf of our station buyers and sellers

to include the northeastern states.

PAUL H. CHAPMAN COMPANY

Tampa

Nashville

Atlanta

17 East 48th Street

New York 17, N. Y.

ELdorado 5-6657

FOR SALE

Equipment

Ampex 300, 350, 350-2, 60, 601-2 8c A-series available at Grove Enterprises, Roslyn, Pa., TUrner 7-4277.

Bargains in used Ampex tape equipment portable and stereophonic units. Mastertone Recording Company, Department A, Box 1060, Des Moines, Iowa.

WANTED TO BUY

Wanted — station break Jingles at low cost. Also singing commercials "skit" commercials individually prepared for local sponsors. WAND, Canton, Ohio.

Stations

Wanted to buy: 10 kw fm transmitter. Also want fm monitor, other accessories. Reply Box 602A, B•T.

Stations wanted. New Mexico, Colorado, Texas, Arkansas, Louisiana, Missouri, Kansas. Ralph Erwin, Broker, Tulsa.

Equipment

Wanted to buy complete fm package, including transmitter, antenna, monitor and co-ax. Box 684A, B•T.

Wanted: FM equipment for 10 kw station. Must be a bargain. Write Box 712A, B•T.

Desire complete 3 kw fm transmitter, monitors, tower, antenna and transmission line. Prefer RCA or GE. Write Box 718A, B•T.

Wanted for cash: good used equipment that will build a 500 watt am, 250 watt fm station. Packages, not items, please. Box 731A, B•T.

Wanted: used 150 ft. guyed am tower, code beacon, flasher, am monitors, turntables, pickups, etc., 250 watt N.E. Box 737A, B•T.

RCA, Gates, or comparable audio control panel. No major modification. Ampex recorder. RCA mikes. G. B. Gordon, (personal), WICS, Springfield, Ill.

Used small studio console, two CB-11 Gates tables, one PT6-A Magnecorder amplifier. Contact Gil Hanzlicek, Box 757, Great Bend, Kansas.

INSTRUCTIONS

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. First Class Phone License preparation, concentrated speed tutoring, no correspondence; beginners included. Monty Koffer, 743 Hendrix Street, Brooklyn 7, New York.

Miscellaneous

Anyone knowing the whereabouts of Albert C. Liebert, please contact his sister, Mrs. Katharine Baechler Snyder, 117 W. 19th Ave., N. Wildwood, N. J.

RADIO

Help Wanted

IMMEDIATE OPENINGS

SALES • CONTINUITY • ANNOUNCERS

Must have professional experience. New station with future. Send for details. Tom Beal, KBKC, 436 W. 47th, Kansas City, Missouri.

RADIO

Help Wanted—(Cont'd)

Technical

VIDEO TAPE FIELD ENGINEERS

World leader in manufacturing of tape recording equipment, producer Emmy winning video tape recorder, requires FIELD ENGINEERS for installation and servicing of new video tape equipment. Man will be given three months training program. TV studio maintenance experience necessary. E.E. Degree desireable. Mature man. Representatives needed for New York and Los Angeles area. Send complete resume to Ampex Corporation, Personnel Department, 934 Charter Street, Redwood City, California.

RADIO

Situations Wanted

Announcers

TOP RANKING DISC JOCKEY

with unusual, refreshing and exciting style available for major market only No. 1 DJ in city now. In one year rating jumped from 0.8 to 7.6.

INTERESTED

Call or wire — Tom Clay, 3512 Hazelwood Avenue, Cincy, Ohio.

Programming-Production, Others

Capitalize on CHANGING PATTERNS in RADIO LISTENING through

COMMUNITY PROGRAM ASSOCIATES

Over 30 years combined experience in local radio programming to help make your station the community leader. For complete station analysis and full information, write C.P.A., Box 686A, B•T.

Situation wanted — Radio only!

Experienced, young, tv station manager looking for the right job back in radio. Ten years experience as copywriter, production chief, top rated personality disc jockey, music and news program director, top salesman and tv general manager. All on a steady climb-up. Married, with two children, own home and car. If you are in a multi-station market, thinking about making a change to music and news, I firmly believe I can make your change a success. If you are in music and news we can learn from each other. Send reply by wire or mail, to Box 727A, B•T for further information.

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT NATIONWIDE SERVICE

HOWARD S. FRAZIER, INC.

724 FOURTEENTH STREET, N. W.

WASHINGTON 5, D. C.

TELEVISION

Situations Wanted

Management

I WANT A CHANCE

to work into management. Unusual diversified background covers 13 years in news, public affairs, programming, production, agency advertising, sales and public relations. Proven organizational ability, active creative mind, seasoned versatile writer. Have been top TV and radio newscaster, commentator and personality; have created, written, coordinated and produced live television programs and spot films; public relations programs for industry and government. Top references from top people. If you are looking for Public Affairs, News, or Public Relations Director-Program Manager-Executive Assistant or just plain trouble shooter, contact Box 720A, B•T.

Production-Programming, Others

READ THE FINE PRINT

Young man with future wants job with future. Background: 28; single; Chicago U.; 5 years Radio, all phases except engineering, top-rated Midwest 5KW CBS; 2 years PR & Radio, Division PR Supervisor and 10KW AFRS PD, Army; 4 years TV, all phases except engineering, top-rated Midwest 100KW VHF CBS; Excellent references from past & present employers & industry associates; No future with present organization, which know of this advertisement. Available now, but need not make immediate move. If your organization will have a job with a future within the next two months for a conscientious, dedicated and responsible Administrator, Program Director, Production Manager, Producer, Director, Announcer or On-Camera Commercial Specialist who has a thorough understanding of TV & Radio Operations, Programming, Production & Sales & proved administrative & organizing abilities, please send full information to Box 704A, B•T.

FOR SALE

Stations

Looking toward Florida? There are 137 stations within its 830 mile stretch —equal to the distance from Chicago to Pensacola.

Save time, travel and money through the services of our Florida associate. This full time representative can assist you in planning itinerary and conducting you to sellers.

PAUL H. CHAPMAN COMPANY

84 Peachtree, Atlanta — 17 East 48th, New York

Equipment

TAPE RECORDERS

All Professional Makes

New—Used—Trades

Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.

4405 W. North Avenue

Milwaukee 8, Wisc.

Hilltop 4-2715

America's Tape Recorder Specialists

INSTRUCTION

Technical Preparation

. . . . . **for radio and television personnel**

- The Master Course for FCC License preparation (Not a "cram" course).
- The Advanced Engineering Course for men already holding a ticket. A college-level program for those who cannot attend college.
- Carl E. Smith, Director

For descriptive brochure, write to:

Cleveland Institute Radio Electronics

4902 Euclid Avenue, Cleveland, Ohio

Canadian Commercial Programs: Higher Percentage Is on Tv

CANADIAN commercial programs were more common on television than on radio, according to an analysis of programs of all Canadian tv stations and 62 radio stations made for the Royal Commission on Broadcasting by Dr. Dallas W. Smythe, research professor, U. of Illinois. The report on program analysis has just been published by the Canadian government, months after the report of the Royal Commission [B•T, April 8, 1].

Analysis shows that during the survey week, Jan. 15-21, 1956, the average radio station was on the air 126.9 hours, and the average tv station, 62 hours. Commercial programs were more common on tv than on radio stations, and English-language stations had more commercial programs than did French-language stations. Commercial programs amounted to more than 57% of all tv programming during that week.

CKLW-TV Windsor-Detroit was longest on the air that week with 88 hours, of which 89.7% was commercially-sponsored programs. Of the French-language stations, CFCM-TV Quebec City was longest on the air that week, with 65 hours of which 56.6% accounted for commercial shows.

The analysis showed how many more independent radio and tv stations were on the air and how many more commercial programs they carried than stations of the government's CBC, which carry commercial shows and also operate under government subsidy.

Seabrook Heads B. C. Group

GIL SEABROOK, CJIB Vernon, B. C., was elected president of the British Columbia Assn. of Radio & Television Broadcasters at the recent convention at Vernon. Jack Sayers, CFUN Vancouver, was named vice president. Directors elected were Ken Hutcheson, CJAV Port Alberni, and William Hughes, CKNW New Westminster.

Bell Building Canadian Relay

BELL TELEPHONE of Canada now is building an 11-tower microwave relay system connecting Quebec City to St. John, N. B., and to be ready in January. When completed the Canadian microwave network will be in operation from Sydney, N. S., on the Atlantic Coast to the Rocky Mountains. A section from Saskatoon, Sask., to Lethbridge, Calgary and Edmonton in Alberta province is to be opened in November.

This will leave only the section across the Rocky Mountains to Vancouver on the Pacific Coast to be completed, and it is to be ready by June 1958, giving Canada a microwave network of about 5,000 miles. Just over 160 towers, each spaced about 30 miles apart will form the completed microwave network to link practically all Canadian television stations.

Radio Growth Ahead of Ad Rates

WHILE ADVERTISING rates on independent Canadian radio stations have increased about 50% since 1946, the number of radio homes has almost doubled in that period and the number of radio stations has increased from 99 to 1946 to 166 today. A study by the Broadcast Advertising Bureau, Toronto, Ont., has analyzed on an annual basis the growth in radio homes, number of independent radio stations, average cost of class A time for one hour and for one minute on all stations.

In 1946 the number of radio homes was 2,214,300 for all Canada. Today this is 3,930,000. The average one hour class A time rate has gone up from $60.88 in 1946 to $83.81 today, while the average one minute class A time rate has increased from $7.04 in 1946 to $10.95 today.

The detailed study is available free from Broadcast Advertising Bureau, 200 St. Clair Ave. West, Toronto 7, Ont.

CBS Intl. Announces Sales Of Equipment South of Border

CBS International has completed sales of various types of television station equipment to Telesistema Mexicana, Telemundo Cuba and CMQ-TV Havana, Joseph W. DeBragga, sales manager of broadcast equipment for the CBS division, reported last week following his return to New York from a business trip to the Caribbean area.

CBS International has been functioning as an exclusive representative overseas of various U. S. manufacturers since last January, fulfilling a need expressed by tv operators abroad, according to Mr. DeBragga. CBS International itself was established three years ago as a sales organization overseas for CBS-manufactured products such as tubes, records and phonographs.

The broadcast equipment unit, Mr. DeBragga said, handles overseas sales for such manufacturers as Adler Communications Labs (translator transmitters), Standard Electronics (transmitters and vhf equipment), Foto-Video Labs (testing equipment) and Jerrold Electronics (master antenna systems).

ABROAD IN BRIEF

W. GERMAN SETS NEAR MILLION: There were 906,743 registered television sets in operation in West Germany and West Berlin on July 1, according to latest official figures. The overall total is at least 20% higher, since many new set owners do not register because of an annual license fee of about $14. Reluctance by the Bonn government to abandon the license fee system and replace it with normal commercial tv operation has led to slow tv set sales, some feel. Retailers say the license fee, plus installments for new sets, compares unfavorably with entertainment costs in other fields.

ITALIAN TV MONOPOLY CHALLENGED: Il Tempo-Tv, a private Italian company, founded a short time ago to operate commercial tv stations in Italy, is challenging the monopoly position occupied in commercial tv by the government RAI-TV broadcasting service. Il Tempo-Tv applications for channels in Rome, Naples and Tuscany, were turned down by the Italian Postal Ministry. Now the firm has appealed in three places, a lower court, Constitution (supreme) Court and the Upper House.

The appeal is based upon the fact that the law does not expressly mention that the government has the right to handle broadcasting as a monopoly. Another facet is that Il Tempo-Tv points to the Italian constitution, which provides for freedom of communication by the "written and spoken word as well as by other means."

RAI-TV meanwhile has set aside a small portion of its daily schedule for commercial programs.

BAVARIAN COMMERCIAL TV IN BLACK: Bavarian Radio announced its commercial television operations now are out of the red, although there is no substantial profit yet. BR is one of the two German broadcasting organizations with commercial segments in their otherwise non-commercial schedules.

A Bavarian Radio spokesman said the organization's commercial operations need another year to reach their potential. Currently, there is one daily commercial program of 30 minutes, with six minutes of commercials. The BR representative cited "restraint" on the part of national advertisers in Germany, who are said to believe circulation of television sets in Bavaria (75,227) is yet too small. Available time for commercials is reportedly sold out now at 60% of capacity.

RADIO-TV AND TOTS: The International Catholic Assn. for Radio and Television (UNDA) has announced formation of a committee to explore problems arising from the influence of radio and tv on children. The group's first meeting was held in Fribourg, Switzerland, last month, under auspices of its Episcopal chairman, Bishop Francois Charriere of Lausanne, Geneva and Fribourg. Afterward the committee said it would seek cooperation of radio-tv producers "to improve children's shows and to eliminate certain dangers from programs not specifically intended for children." Committeemen are educational specialists.

SWEDEN EXPECTS TV SET BOOM: The *American-Swedish News Exchange* expects tv set circulation in Sweden to increase 1,700% by 1965, according to an economic report. Sets totaling 50,000 now, will go to 900,000 by 1968, the prediction says.

ANTENNA DEAD GIVEAWAY: The town fathers of Blaydon-on-Tyne, England, according to international reports, have decreed that tenants of municipally-owned houses will forfeit their tv sets, if they fall in arrears on rent.

POWER TACTICS IN SWISS TV: Publisher interests have gained a march in the battle in Switzerland over commercial and noncommercial, government television, according to one observer on the Continent. A Swiss publishers association, it is reported, has offered the government's Swiss Broadcasting Service $5 million outright, conditioned on no commercial tv.

Brand advertisers and others have been

"GEE! I'm going to try that candy!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—*and watching*. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

The Crest of Good Living in New York City

HOTEL New Yorker

34th Street at 8th Avenue

Manhattan's largest and most conveniently located hotel. 2500 outside rooms, all with bath and free radio, television in many. Direct tunnel connection to Pennsylvania Station. All transportation facilities at door. Three air-conditioned restaurants

LAMP POST CORNER . . . COFFEE HOUSE . . . GOLDEN THREAD CAFE

Singles from $7 | Doubles from $11 | Suites from $23

JOSEPH MASSAGLIA, JR., President
CHARLES W. COLE, Gen. Mgr.

Other MASSAGLIA HOTELS

- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki Biltmore

World-famed hotels
Teletype service—Family Plan

INTERNATIONAL CONTINUED

pressing over the past year for commercial tv. Until now the Swiss television service has been operating on a non-commercial, interim basis, only partially supported by a tax on sets. But the commercial-non-commercial question should be resolved by the end of 1956, when the three-year experimental period authorized by law expires. Sets in Switzerland number about 25,000 now and are expected to reach 36,000 by the end of the year.

INTERNATIONAL SHORTS

Screen Gems Ltd., announces sale of Byron Nelson *Let's Go Golfing* series to four Canadian tv stations: CKNX-TV Wingham, Ont.; CFRN-TV Edmonton, Alta.; CKGN-TV North Bay, Ont., and CFCL-TV Timmons, Ont.

Canadian Labor Relations Board has certified National Association of Broadcast Employees and Technicians as bargaining agent for 80 employes of CFCM-TV and CKMI-TV Quebec City, Que.

Canadian Assn. of Radio-Tv Broadcasters' new rate cards for all member stations have been distributed to advertising agencies in Canada and U. S.

National Broadcast Sales Ltd., Toronto and Montreal, appointed exclusive representative of CKSA Lloydminster, Sask.; CKRD Red Deer, Alta.; CKDM Dauphin, Man.; and CFSL Weyburn, Sask.

Radio Nord Inc., Rouyn, Que., operating four stations in northwestern Quebec, has appointed Jos. A. Hardy & Co., Montreal and Toronto, as exclusive representative. Stations are CKRN-AM-TV Rouyn, CKVD Val d'Or, CKLS La Sarre, and CHAD Amos.

Hoechst Pharmaceuticals of Canada Ltd., Montreal, appoints MacManus, John & Adams of Canada Ltd.

CHUM Toronto, Ont., has received Ontario Safety League award for public service.

CHAT-TV Medicine Hat, Alta., due to go on air Sept. 1, to be represented by H. N. Stovin & Co., Toronto.

CJON-AM-TV St. John's Nfld., and **CJOX-TV Argentia, Nfld.,** have appointed H. N. Stovin & Co., Toronto, Ont.

CKVR-TV Barrie, Ont., has doubled its power to 27 kw video and 13½ kw audio.

CFPA-TV Port Arthur, Ont., has changed its call letters to **CFCJ-TV.**

VOCM St. John's, Nfld., appoints Radio & Tv Sales Inc., Toronto and Montreal.

CHBC-TV Kelowna, B. C., ch. 2, begins telecasting on Sept. 1, as three station operation, with satellite transmitters at Vernon, B. C., ch. 7, and Penticton, B. C., ch. 13. **Roy Chapman** is general manager and All-Canada Television, Toronto, is representative.

CHUC Cobourg, Ont., is new radio station scheduled to go on air Aug. 18 on 1500 kc with 1 kw power.

MILESTONES

TODD STORZ (l) and George W. Armstrong, general manager of WHB Kansas City, survey the scene at the Storz station's 35th birthday party. More than 1,000 guests came to the WHB celebration.

► KCBS San Francisco's *Point of Law* program celebrates 1,000th broadcast.

► H. V. KALTENBORN, newscaster, observed his 80th birthday.

►CBS RADIO's *Romance of Helen Trent* starts silver anniversary year.

► MUTUAL DON LEE's *Hawaii Calls* program celebrates 22d year as coast-to-coast radio feature.

► KVOA Tucson, Ariz., celebrates its 29th birthday.

► RADIO FREE EUROPE marked its seventh anniversary.

► WCBI-TV Columbus, Miss., celebrates first anniversary.

► ANNOUNCER Russ Naughton observes his 15th anniversary with WDRC Hartford this month.

► C. A. ROWLAND SR. celebrated the 1000th straight broadcast of his weekly religious show on WGAU-AM-FM Athens, Ga.

THE COMMUNITY-NEWS VOICE

RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

SRS "Radio-Active" MBS

We ran it up the flagpole... and everybody saluted Operation Snowflake 1956

You won't have to worry about upping periscope for a tentative look-see around with "Snowflake." When you peel the bark back on this one, you *know* the sap is running! Seriously though, since its beginning in 1954, U. S. Steel's Operation Snowflake has gained more momentum each year . . . helping to Make it a White Christmas . . . by selling plenty of major appliances during the normally slack pre-Christmas season.

"Snowflake — 56" Biggest Ever. Operation Snowflake—1956 topped all previous years for tie-ins of every kind. Here's just a sampling of some mighty impressive figures. There were 6,824,214 lines of newspaper tie-in ads, 1,636,020 lines of "Snowflake" editorial matter; 486 newspapers ran special "Snowflake" sections; 213 radio stations sold 19,346 one-minute tie-in spots plugging 139 different brand names. And, 28,000 appliance dealers tied-in with "Snowflake." That's 40% of all major appliance dealers in the U.S.!

Market Facts, Inc., of Chicago surveyed the results of "Snowflake" and summed up their findings this way: Retailers who tied-in with Operation Snowflake increased their chances of having *much* greater sales by 75% over non-participating retailers!

Radio stations can sell more time by tying-in with this proven promotion

OPERATION SNOWFLAKE 1957

Thousands of major appliance manufacturers, distributors, retailers, banks and utilities will tie-in with the "Snowflake" sales drive this year. Here is a big opportunity for you to get local tie-in . . . and boost your station sales.

U. S. Steel will back Operation Snowflake—1957 with this powerhouse schedule:

- "Snowflake" radio commercials on seven top-rated network shows: Gunsmoke, Don McNeill's Breakfast Club, Amos 'n Andy, Our Miss Brooks, My True Story, Robert Q. Lewis and Galen Drake. Local advertisers can cash in on U. S. Steel's radio advertising by identifying their stores as the place to buy major appliances. Show them how to use the suggested commercials in the free U. S. Steel promotion kit which they can get for the asking.
- 6 TV commercials on the U. S. Steel Hour (each viewed by more than 25 million people) during November and December.
- Big ads in 657 individual newspapers in 507 markets . . . with a total circulation of over 32 million.
- 25 "Snowflake" advertisements in 11 trade magazines.

BT-8-5-7

Robert C. Myers, Director
Market Development Division
United States Steel
Pittsburgh 30, Pa.

Please send me complete information on "Operation Snowflake—1957."

Name .....

Station .....

Address .....

City ..... State .....

UNITED STATES STEEL
PITTSBURGH 30, PA.

TRADE USS MARK

A CRITICAL TIME FOR NETWORK RADIO

The next 90 days will chart the next five years, says NBC's Culligan

MATTHEW J. CULLIGAN, vice president in charge of NBC Radio, is an enthusiastic and persuasive salesman for radio in general and that network in particular. In the following exclusive interview, recorded with B•T editors, he details the status of the medium now and describes the course he feels it will take in the future.

Q: Last fall Bob Sarnoff (NBC president) said that network radio generally had hit the bottom and was going up. How does it look now?

A: Bob Sarnoff did much more than simply express an opinion. He took the steps necessary to make his prediction come true. I would say network radio is at the 25% point, considering we had a ladder which would be 100%. We're about one-quarter of the way right now. I think, however, that the next 90 days probably can settle the future of network radio for about the next five years.

Q: In what way?

A: Well, all the good things that have been happening since last November or December are summing up to millions of dollars of new business—not just for NBC but for all networks. NBC is selling radio and we take our chances on getting more than our share of new business. My feeling is that within the next 90 days more millions of dollars worth of network radio business will be placed.

Q: Can you name any names?

A: Specific clients? Yes. First look at the very big companies. At this time last year about 25 of the leading 100 advertisers were

A B•T INTERVIEW

in network radio. Right now, there are close to 60. Over twice as many of the leading 100 are in radio at this time in 1957 as were in network radio at this point in 1956.

You know the way these big companies operate. They have a multiplicity of brands. Often they try a single brand first on radio. If a success story occurs other brands move in and eventually the whole company buys radio.

I'd like to give you a couple of illustrations. The first brand of a leading soap company came back into radio with an outstanding slogan. They reversed the downward trend in market share which had been going on for nine years.

The company researched very carefully to find out two things: the number of people on a projected basis in test markets who knew the slogan and could name the product, and the medium to which they attributed the education. In all 40 cities 50% of the people on a projected basis knew the words, knew the jingle, knew the product. About 80% attributed it to television—but then it was found that in certain survey cities there was no television, only radio.

In other words, 50% of the people in these markets knew the saying, words, music and jingle and had learned about it only on radio. But they were unwitting fibbers about it because tv was so exciting they thought they had learned about it on television.

Q: That was spot radio, wasn't it?

A: Yes. As a result of that, this advertiser bought close to $2 million on CBS Radio.

The same is true of General Mills; they bought a saturation radio campaign for Cheerios on the West Coast. The results were exceptional. The ratings didn't show much of anything, but sales were up substantially. As a result they bought two radio campaigns—the first on NBC and the second on CBS. This is the way it seems to go.

Q: You mentioned that you thought radio was now 25% of the way back. What do you think the maximum potential of network radio is now, compared to network radio before television?

A: I think it will be many years before radio gets close to the gross value of the advertising volume of its own heyday. Radio lost the battle of the living room. As a result, a major hunk of our business was seriously affected. It's going to take years to get it all back. I would say, though, that network radio, as it develops, gets more successful and when prices rise to where they should be, volume will rise dramatically.

Q: Having lost the battle of the living room, don't you think you've gained the breakfast room now?

A: Yes, the breakfast room, the bedroom, the car, the terrace, the playroom, the beach, etc. This is a nation on the move. Look at our road building program—$8.5 billion in new roads. There are now or soon will be as many car radios as there are tv homes. The number of radios sold now is higher than the tv set sale. How long has it been since you were excited by the sight of a television set? It's a couple of years isn't it? But look at these transistor radios about as big as a pack of cigarettes. And look at the hot-line control box: A man presses a button and 188 stations suddenly have a buzzer sound, a light blinks, and within minutes after it happened anywhere in the world a big news break is on the air to millions of network listeners. The excitement of the electronics business is suddenly returning to network radio and this is an important part of the better atmosphere for radio now.

Q: How do you account for the doubling of the number of advertisers returning to radio? Do you think it's the new process in radio programming?

A: No. It's made up of a lot of parts. Let me see if I can get to the heart of it. You know, I'm in an odd spot. I contributed as much to radio's downfall as practically anybody in the advertising business. I was with one of the leading magazines back in 1947 and 1948. We knew then that television was going to give us a bad time in the print business. We didn't want to go out and fight it head-on, so we developed a propaganda attack against both radio and television. We constructed a story something like this: "Radio is collapsing, television is coming. Why should you pay for the cost of the experimentation? During the next three or four years while radio is collapsing and television is building, you ought to take your money and put it in safe, sound print and keep yourself flexible and solvent. When television does assume its final shape you'll be able to move in and not pay the terrible costs of being the first one in." I know many big companies that quit radio. They didn't go to tv; they went to magazines. And they didn't get into tv until about three or four years later. So here I am—once having contributed a great deal to radio's initial problem, now helping to rebuild it.

Q: How do you recapture those who went to print?

A: By persuasive promotion and direct selling. Sanity is returning to the evaluation of all media, including broadcast media. Television was so blinding at first that it dominated the whole scene and radio suffered as much from indifference as from loss of audiences. The curious thing now is that even though our audience levels are less, our prices are less; therefore, the advertising values are the same as in radio's best days.

The radio networks finally learned that having lost the battle of the living room—the battle of mass entertainment—they had to program for people who are on the move, working or relaxing, on a terrace or at a beach. *Monitor* was the granddaddy—the beginning of the brand new radio programming form: A show that would run for nine hours a day and could be listened to at almost any time you tuned in; one that at any time of the day or night on a weekend offered assurance that within the course of a half-

We are "running the fastest" now, and that's what wins races.

It will be a shock to some people, but it's dangerous to be sold out.

There seem to be some unhappy millionaires in the spot business.

Radio is the only national advertising medium badly underpriced.

In radio, facts alone aren't enough. Atmosphere is more important.

"Juke box" radio stations have a place . . . and they can keep it.

hour you would be informed, made to laugh a little, served in some way with weather reports or baseball scores or maybe stimulated a little with good, provocative conversation. That is why we later programmed *Bandstand* in the morning. We want everybody in America to know there is good, live, listenable, high quality music on the NBC Radio stations in the morning. We want them to know there are stories all afternoon. We want them to know there is *Life And The World* and *Nightline* at night—shows with certain values keyed to what the public wants to listen to on radio at night.

Q: Let's take it from the beginning. Your morning schedule—*Bandstand*—how successful has that been throughout? It has been on the air how long now?

A: Just about a year.

Q: A year ago, before the show went on, how many network advertisers did you have in the morning?

A: Very, very few.

Q: How many do you have now?

A: Numerically? 17. I have learned in the last two weeks from Omaha, Ft. Worth, Flint, and Tampa that *Bandstand's* ratings are ahead of Godfrey on local Pulse rating. There is now evidence accumulating that *Bandstand* is catching on from a rating standpoint, and in specific markets is outrating Godfrey.

Q: It's catching on from a commercial standpoint, too?

A: Yes. These are our present clients on *Bandstand:* General Foods (Jello), Ex-Lax, Sterling Drug (Haley's M-O), Pan American Coffee Bureau, General Mills (Betty Crocker cake mix), Carter Products, General Foods (Postum), American Dairy Assoc., Grove Labs (Bromo Quinine), Equitable Life Assurance Society, Vick Chemical Co., Hotpoint, Plough Inc., Swift (Allsweet), Best Foods, Whitehall Pharmacal Co. (Anacin) and RCA Victor.

Q: How well are you doing in the afternoon?

A: Not as well yet as we will. We changed programming in the afternoon several times. It's now pretty obvious in radio that the way you get audiences is to program quality shows, promoting them vigorously, giving people time to develop a listening habit. I think ABC's morning and CBS's early afternoon soaps are proof of this. I'd say show for show, there are no better stories any place than on NBC. The fact that we don't have all the audience yet is because the shows haven't been stable long enough with enough promotion. As you know, we have just acquired *My True Story* in the same time slot it has occupied for many years. I believe its audience will switch and grow, as long as the time is the same.

Q: Would you say your weekends are more successful commercially than your daytime?

A: Yes. You might have seen the *Monitor* story we recently put out. *Monitor* is the most successful commercial entity now on radio. We developed the right formula for the new radio first on the weekends. We are the most successful there. I think the success with *Monitor* will be progressive—it will roll right into the morning, afternoon and evening.

Q: What kind of evening programming are you doing now that would attract advertisers in the evening, since this is a living room audience now?

A: We are constructing a nighttime programming schedule very much like a magazine rack. By that I mean you can walk up to a normal magazine rack and have a selection of books on art, music, world events, current events, comedy, human interest, as well as newspapers. There is a complete range of magazines to suit virtually any taste. That is the way we're building our nighttime radio operation. Because we lost the battle of mass entertainment, we now are appealing to large groups of people who have specific interests. For example, *Nightline* on Monday is designed to appeal to people who like good, relaxing, classical and semi-classical music and provocative talk—the kind you will find on a show such as *Conversations* and *Biographies in Sound*. In *Nightline* we'll have Irving R. Levine from Moscow every night, Leo Durocher on sports. Walter O'Keefe is the star. We have Martin Agronsky on news.

Q: What is your advertising situation at night?

A: *Nightline* has been on only a short time but already we have

'Radio is not a primary medium for a very large advertiser.'

our first big client, Pabst Brewing. I would guess right now that within 60 days one or several advertisers will want to buy up the entire nighttime NBC Radio Network, if we want to sell it that way.

Q: Is that an inexpensive cost-per-thousand?

A: It is not as inexpensive as a complete day-night dispersion program. But it gives *frequency* of commercials. *Nightline,* bought three nights a week 8:30-10, will deliver about 10 commercials to each home. When you have a multiplicity of brands—like a big drug house—you can get frequency of commercial impression on your different products. But you also have a wonderful opportunity to match the seasonal flow of your goods. For example, during the summertime, sun lotion, fall season, it's cold remedies and around Easter time, it's the hand creams, I suppose, and beauty items for the women; back to school stuff for the fellows and girls going to college, etc. In other words, it gives one advertiser his own radio network. That's why it wouldn't surprise me if some advertiser wanted to buy the entire *Nightline* schedule.

Q: A drug advertiser?

A: Yes, probably a drug advertiser. It could be a food advertiser.

Q: You say "If we want." Is there some question about whether you want one advertiser—

A: I'm not sure we would want to sell *Nightline* this way. It's safer to spread over a lot of advertisers so if you lose two or three you can replace them easily.

Q: Is there any period during your broadcast day when you're sold out?

A: Yes—*News on the Hour,* that's completely sold out. There are 17 newscasts a day, 85 newscasts a week, for a net total of $4,200,000. *News on the Hour* is sold out to Brown & Williamson and Bristol-Myers and *Life* magazine. *My True Story* will probably go on the air virtually sold out.

Q: Do you think we'll reach a point where all the radio networks will be pretty close to being sold out on all their time periods?

A: Well, if we're foolish, yes. I think it would be unwise to get

A B•T INTERVIEW CONTINUED

to that point. When it looks as if we're going to get the kind of acceptance that would lead to a sell-out, I think we ought to raise prices and reconstruct our shows for fewer commercials. The effect of doing that is to reduce the danger of over-commercialization. I don't really want to be completely sold out. This is going to come as a shock to some people, but it's a dangerous thing to be sold out. You lose your ability to experiment. Once you have all your programs sponsored and on long-term commitments, what happens if you get a great new show idea? This is one of the things that hurt radio in the old days. For example, all of radio was sold out to just a handful of the advertisers. They had long-term contracts. If the network tried to make a change, it ran into the objection of a client or an agency which had a long-term commitment.

Q: Has radio taken any advertisers away from tv?

A: We'll never know all the decisions made by the people involved. I do know of one specific case documented by the advertising director of the advertiser itself. This was the North American Phillips Co. It had television in 1956, but gave up television and bought radio in 1957 and announced this and thoroughly documented why. I have a hunch certain types of advertisers are going to find that television as it develops from now on will be less to their liking than it has for the past three or four or five years—either because of costs, or lack of continuity or because they have a low price tag per unit. No matter how good a television show is, no matter how many million people it gets, it may come to a point where there is so little profit on a single sale that the advertiser can't expect to come out well on it. It is those advertisers, I think, who are going to stay in broadcast media through tv shows like *Today,* and spot television, network radio and spot radio.

Q: If I were an advertiser, how would you pitch radio to me? Why should I buy radio rather than any other medium?

A: It would depend on the size of your budget. I don't think I would ever make such a pitch to you if you were a major spender. Radio is not a primary medium for a very large advertiser. I don't think any big company in America can survive today without television. Radio, however, is the finest single complement to television and that is the appeal I would make to you if you were a big advertiser.

Q: How would you advise an agency—network radio plus what?

A: I am a great believer in the "balanced advertising" theory. You analyze your marketing problems and you find out what kind of people you want to reach; what days of the week you want to reach them; what kind of copy you should use to get them to buy your product. Then you use all media in a balanced fashion, so you reach virtually everybody at the best time with the kind of message you can best get in each individual medium. Let me be specific. All of this new motivational research talk coming to the fore, particularly since the "Hidden Persuaders" [by Vance Packard], is going to be table conversation for many months. A lot of controversial things have come out of motivational research but one thing all agree on is this: People think, operate and act so differently that you can't use one copy theme in one medium and expect to do a good job with even a simple majority of the American public. The time of day, the day of the week, the heat of the day, where the children are at the moment and whether the people are happy or unhappy or whether they feel secure or insecure leads everybody to have a different boiling point on certain kinds of appeals. One of the real values of radio is that you are free to vary your approach to reach different segments of the American public. You can't afford to do this in television or print. You can't afford to run seven, eight or nine kinds of commercials on television. Most knowledgeable advertising people say that in print you can sell only one good idea at a time. It's too much to expect printed copy and pictures to carry over many ideas in one ad. Radio is the only national advertising medium where you can actually in the course of one week afford to put on nine different reasons to buy one product. And as motivational research gets greater acceptance, you'll find advertisers taking seven or eight copy points, building radio commercials—30 seconds each—on each of his seven points and running them about 25 times a week. In this way he will reach virtually everybody. He'll appeal to everybody through the copy to which they are sensitive.

Q: Don't you think an advertiser who can't afford a television network show would be a likely client for network radio?

A: Definitely yes.

Q: Aren't there more of these advertisers now, with the cost of television going up and with the big companies virtually buying up most of the tv?

A: Yes, there seem to be. This is particularly in the drug field. I don't think we'll get all the money, but we'll get a good share of it.

Q: Have you thought of raising rates?

A: Yes. And one of the really big jobs radio must do is to get its prices raised. We're the only national advertising medium badly underpriced.

Q: Would you raise your morning, afternoon and nighttime periods or would you specify, perhaps nighttime radio?

A: No. I think I'd better qualify my statement. I think the first thing is that nighttime rates will go down.

Q: Go down farther?

A: Yes. They have already been reduced by the other networks, as you know, and the reps now are out recommending to their own stations that they reduce nighttime rates. Then I think daytime and weekend rates will go up.

Q: How about morning rates?

A: Yes, daytime, morning, afternoon and weekend all should go up. We expect to have a single time rate for the entire radio network, with the possibility of a short term "charter client" nighttime discount.

Q: You indicated back about the time CBS cut its nighttime rates that you might be raising daytime rates at least fairly soon. Anything definite on that yet?

A: I think *Monitor* will be the first to receive an adjustment upward.

Q: Does that include the nighttime part of *Monitor?*

A: Friday night, oh yes. It's doing quite well. I'd say *Monitor*

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SITUATION REPORT *on network radio is given by NBC Vice President Culligan in this recorded interview with B•T editors (l to r) Rufus Crater, Dave Berlyn and Florence Small.*

overall probably will get the first rate increase. I would then suspect morning and afternoon would be adjusted upward after we have recommended to our stations that they reduce nighttime rates, as CBS has done.

Q: CBS, I believe, reduced nighttime rates about one-third, wasn't it?

A: It turned out to be almost half.

Q: Where would you rate NBC Radio in sales now among the four major networks?

A: In the latest analysis by our research and planning department, we had a lead of 8½ hours over CBS in sponsored time in the test week in June. We take the first week in every month and by checking the network schedules, we figure the number of sponsored hours on each of the four networks. NBC in January 1957 was 10 hours behind CBS. That means that in just 6 months we have achieved a "swing" of 18½ hours in sponsored time to top CBS. Another index: NBC has more business than ABC and Mutual combined.

Q: How about revenue? How would you rate that?

A: I suspect CBS is ahead of us temporarily in revenue because their prices are higher. Their prices are higher because in certain areas of the week they have higher ratings. We intend to correct that.

Q: You rate second in revenue, would you say?

A: Yes, we may be. But, on second thought, I hate to concede so quickly that they are ahead. I know they are ahead of us in the morning and the afternoon. I know we are miles ahead on the weekend and I suspect we will shortly be well ahead of them at night. We also have this terrific block of news shows from Bristol-Myers, Brown & Williamson and *Life*. However, I wouldn't argue the point. We are "running the fastest" now, and that's what wins races.

Q: How are clearances on *News on the Hour* now?

A: Excellent. We are very close to 80% of the total dollar value of the network. For each individual period it varies all the way from 70% right up to virtually 100%. In some cases network regional shows temporarily block clearances. In others, local commitments must be honored. But the clearances are excellent. As you know, the advertisers keep renewing and we consider *News on the Hour* one of the finest single buys in the business.

Q: At one time or another practically all networks have been accused of encroaching on spot. What say you then?

A: In a large sense, any time a large national advertising medium gets an order from an advertiser, it's encroaching on somebody. We have both direct and indirect competition. Our indirect competition is the weekly magazine, the newspapers, television, billboards and the rest. Our direct competitors, in my opinion, are the other networks.

I don't doubt at all that there have been cases where an advertiser bought network instead of buying spot. I am sure there are a lot of cases where advertisers bought spot instead of network. But I would hate to think that anybody in our business in this year of 1957 would be a cry-baby about competition.

Certainly we know now that competition is the thing that made our business great and makes all business great. Most of the complaints about our invasion of spot come from an organization known as the Station Reps Assn., or whatever it is. There seem to be some very unhappy millionaires in that part of our business. In my opinion some station representatives have used networks as a "whipping boy" when they failed to make quotas.

SRA, in my opinion, makes a lot of rather ridiculous statements and assaults on networks—particularly NBC. I think if you look back, you'll find we have been the prime target for the SRA. I haven't answered them yet and I'm not going to. Grantland Rice had a wonderful expression which I loved. I think he said, "Willie Hoppe's opponents played Willie Hoppe while Willie Hoppe played billiards." And we have enough to do minding our own business.

I don't like to think any American businessman would whine about competition. In the overall, network and local radio can live together very harmoniously. The entire nature of networks assumes a national, instantaneous distribution of commercials to everybody at the same time in a known position. The very nature of spot is that you can load in ad power in specific spot areas where you need it. I think that if the networks would refuse to take regional business by-and-large, keep their prices where they belong, and leave regional and saturation type spot market operation to the stations, then we both would be prosperous.

Q: Do you plan to stop taking regional hook-ups?

A: I'll put it another way—we're not looking for regional hook-ups. We have certain wonderful pieces of regional business now which are historic with us. We have such things as the Sun Oil Co., the *Three Star Extra*, that has been around many years. It's so good that even where Sunoco doesn't sponsor it, the stations take it on a co-op basis because they want the programming. There's the Skelly Oil network, which has been around for 25 years with Alex Drier. It's a wonderful regional show and it would be unfair to the public and the stations to take a fixture like that away.

Q: How is your new see-for-yourself research plan coming?

A: Fine. The first big project is in the works now with a major cigarette sponsor. The second with a major food company. The research directors of NBC and the agencies now are conferring and we hope to be going into the field with some kind of a methodology pilot study to establish how we will do the study. I think we may look for completion of the first project before the middle of August or the first of September.

A B•T INTERVIEW CONTINUED

Q: For the record, would you explain briefly what the see-for-yourself research plan is?

A: Let me go back to the beginning. The network radio business because of its troubles over seven years is the most under-researched business in national advertising. We observed that most of the big advertisers who were coming back to network radio were doing so as a result of their own research. In other words, what happened with regional buys, as in the case of General Mills, or what happened with Lever or Pepsodent and Colgate, led them to spend millions on radio.

It became most obvious that all we had to do was to encourage people to do more research. They will get the same answers as the General Mills and General Foods and the Colgates and the Levers and, therefore, they will become permanent re-users of radio. So the see-for-yourself plan is a very simple thing—it is a put-our-money-where-our-mouth-is conviction we have.

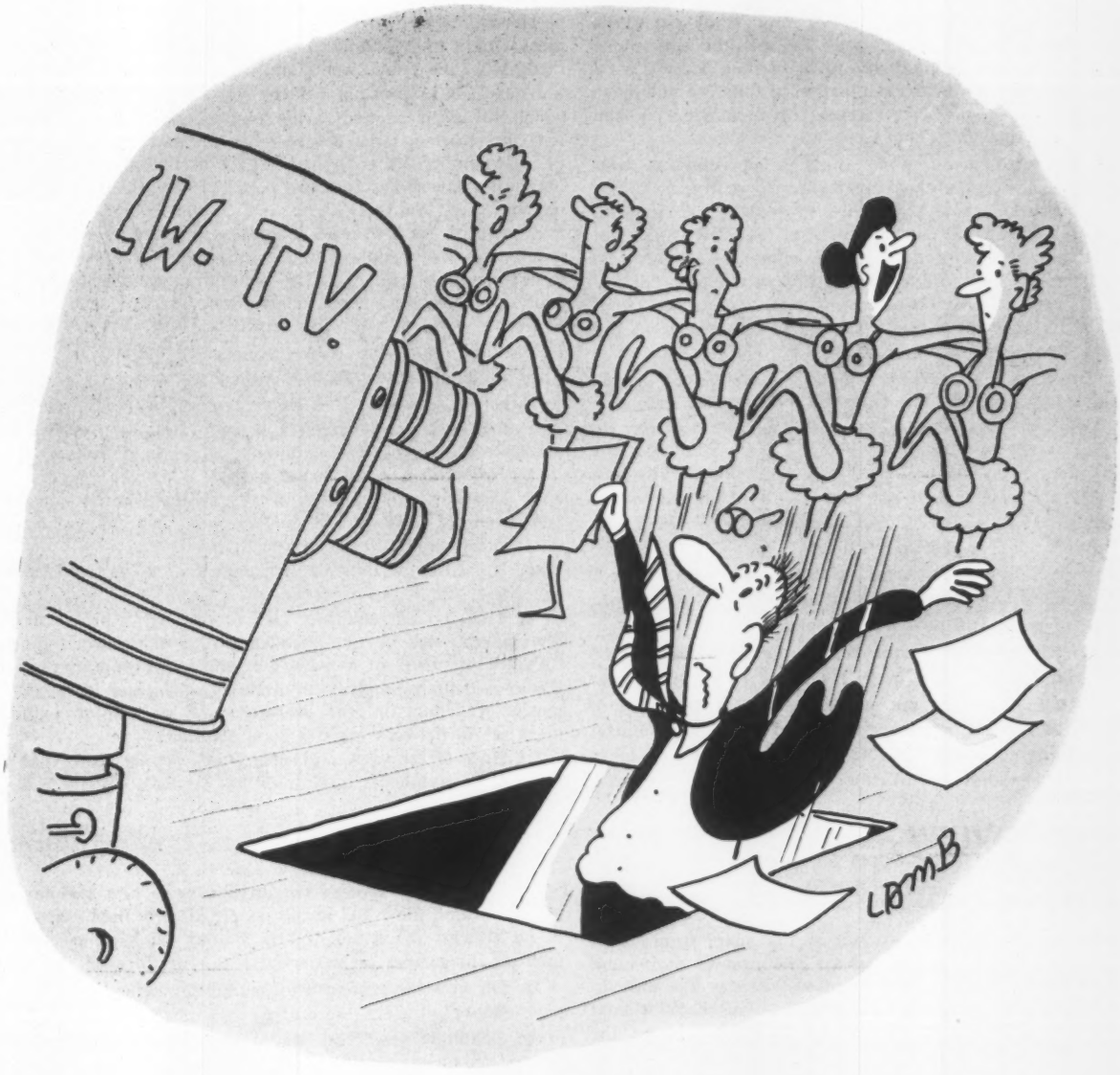
But there is no reason why anybody should take my word for it. My whole point is this: "See-for-yourself at our expense. Use enough radio with enough frequency so that if it does work you'll be able to tell, for one thing. Give us at least one exclusive copy point which you are not using in other media—either a jingle or a copy line or something so we can isolate the effectiveness of radio out of all the things you're doing in television, print and so on."

This is purely and simply the reason we started it.

Q: How are you going to measure it—by sales alone?

A: No, as a matter of fact, that really isn't the way, because so many things can influence sales—even the weather. No one medium can ever take any claims for sales as such. But here is the way we can do it:

Let us say that a big company for many years had four flavors of a certain product. Let's say most of the public knew it had four. Let's say the company increased the number to six. Before the advertising on radio started, we would go into five markets and check the public awareness of the number of brands they had. Let's say they found that 85% of the people thought they had



He forgot that "Scotch" is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

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four and 15% thought they had anywhere from one to six. The advertising goes on the radio only for six months of six weeks or whatever. Then the company goes back and asks the same number of people how many brands there are. If we find that 50% of the people say there are six flavors as opposed to four, we now have isolated radio's ability to create awareness of a change. We can say radio alone is responsible. That's one way.

Another way is through checkout points in supermarkets. You station an investigator at the checkout points. As a woman comes by with a market basket, there are about four or five or six minutes in which the attendant has to lay the items out and tally them up. If the woman has bought product X, the man asks, "When did you last hear, see, read or were told about this particular product?" If the woman says, *"Good Housekeeping,"* it's a credit to *Good Housekeeping*. If the woman says, "I heard it in the car on my way down on *Bandstand,"* it's a credit to that.

The other thing is interviews at home. An interviewer knocks on the front door and asks the lady if she listens to radio. If she says, "Yes," he asks what station. She gives a station. He asks, "What program is on between 10 and 12?" She gives the program. He then says, "May I go into your kitchen?" He goes in and looks on the pantry shelf and takes a list of all the cereals and the food she has. When enough interviews are finished, you establish the coincidence between listening to *Bandstand* and buying the product. You now have a pretty good picture. But if she said she listened and she knew the show and then she bought somebody else's brand, you now have a debit.

Q: What do you think of all the "motivational research" talk?

A: I'm very much interested in it. It's a sad commentary that facts alone aren't enough, in our business. Atmosphere is more important with us than in any other business I know. I have seen products, magazines and shows which really had all the other values but they just didn't create a mood and weren't particularly fashionable. But the moment they did become fashionable they went "right through the roof."

Radio was no fun to buy or to sell in the years from about 1950 to about 1956. All the fun and the glamor and excitement were in television or the big print operations. Things like motivational research and imagery transfer have brought back a kind of feeling of excitement and fun to the evaluation of and the purchase and selling of radio. And that alone is going to be worth millions of dollars in new business, I think.

Q: Do you have anything big cooking at the moment? New concepts, new ideas?

A: I'm happy to say the biggest idea we have now is quality. In other words, we now have a framework within which our radio network can live, very simply: variety in the morning, stories in the afternoon, news on the hour, local service on the half-hour, *Nightline* at night and *Monitor* on weekends. Once we have a pattern like that established, our only requirement is to improve the content of each show. And we are in this very happy state. We now are in a position to go out and buy stars. We're buying them because they have star value which we can add to existing programs. We call it the Star-Dust plan.

We were the first to take the vignette approach. A long time ago we signed up Fibber McGee and Molly and we announced them as being available on *Monitor*. This feature was immediately bought by an advertiser, so we now are negotiating with about three or four other stars to put into *Nightline*, *Monitor* and *Bandstand*.

And this is one of the interesting new concepts in programming. From here on, I don't think you'll see any sweeping changes of program names. *Monitor* may change but the change will be within *Monitor*, and *Monitor* always will be there on the weekend. *Nightline* always will be there at night. Different things will be coming in and out as the public tells us what they want. We will learn through good research what the public really wants. We're not going to fly blind any more. We recently got together with the Market Research Corp. of America, one of the most highly-regarded of all the research firms, and we now have in hand the first completed study of *Nightline* in which we now know, element by element, what the public wants and what they do not want.

I must say to you that I never yet saw a good piece of research which surprised anybody who knew anything; and this research did confirm to a large degree what we thought the public would like. Remember, I said we had lost the battle of mass entertainment, but our study shows that the people (the 1,000 families studied) like our star, Walter O'Keefe, one of the most literate, intelligent and vocal of the broadcast comedians or commentators; the drop-in interviews of people who are important or funny or significant in the news; Martin Agronsky with his news broadcast, and the analysis material by Leon Pierson and Joseph Harsh and Morgan Beatty.

The thing many didn't like, strangely enough, was vocal music. They did like instrumental music, however.

Therefore, it would lead us to believe that people at night are in a mood to be comfortably relaxed by this kind of music. They don't want an intrusive voice moving in on them. As a result of this study *Nightline* is going to be a show which has a certain backbone of news, news analysis, Walter O'Keefe as the commentator, and it will be laced and bridged by good instrumental music with only entertainment that is outstanding.

Q: It used to be difficult to get good creative people and talent to work in radio. Is this still true?

A: That too has changed. One of the big surprises of the next few months will be the talent returning to network radio. This isn't just the result of network's having more programming money. Radio is actually a pleasant place to work. Stars who dislike extensive traveling, or fear over-exposure, or wish to explore new areas see in network radio a good solution.

Q: How about sales and promotion people, can you get top flight people in these areas?

A B•T INTERVIEW CONTINUED

A: Surprisingly enough we do not need new people in these areas. I found the NBC Radio people already here when I arrived to be at least the equal of any I observed in television, motion pictures, magazines or newspapers.

Q: Do you have an overall philosophy about network radio's future?

A: Definitely yes. NBC Radio will give to the public what it cannot get on nighttime television and does not want on juke box radio.

Q: Juke box radio?

A: Yes, the majority of independent radio stations are glorified juke boxes, playing over and over again rock and roll music, with token news, usually "a tear off paste up" reading of routine news reports. They have a place in the general scheme of things . . . and they can keep it.

Q: What about the statements of some independents about how much better off they are than network affiliates?

A: If you can get past the "puffery" you will see that there is more to such statements than meets the eye. All good radio stations are prospering now, independents and affiliates. One of the most vocal of the independents first filled the air with conversation about the blessings of being an independent, then six months later was forced to open a news office in a major city at considerable expense. He bought at great expense what he formerly got at no cost from the network. You might also be amazed by the number of requests we get from independents for some of our great public service shows.

Q: What have we missed? Anything you want to say?

A: One final thing. Last August, before I even knew where the radio network pencils were kept, you asked me what we were going to do with NBC Radio. Remember? I answered you with a statement made by Bob Sarnoff: "If there were no radio networks right now, someone would certainly invent one." He proved his conviction by giving us the personal support and resources to "invent" one. This probably was the single most important element in the extraordinary comeback of NBC Radio.

This is a city council meeting in Jefferson City, capital of Missouri. What's going on? Well, Council President Harvey Hager, first on the left, has just received an award for serving his friends and neighbors for 16 years—no, not as a city council member, but as a Standard Oil dealer. Helping him celebrate the award from Standard Oil for his success as an independent businessman are Mayor Arthur W. Ellis, second from left, Councilwoman Gladys Fisher and Councilman Robert E. Dorr.

How 2500 small businessmen won success!

What does it take to be successful in the keenly competitive business world of today?

Well, let 2,500 small, independent businessmen who found success in something they liked and stayed with tell you how they did it. They are all in the same business—all Standard Oil dealers for *15 to 20 years* or more. Since their business is one of the most competitive in the world, they speak with particular authority.

Here is their formula for success, and it applies to many other businesses as well—friendliness, helpfulness and efficient service. PLUS one other vitally important factor—high quality, always dependable products—products they are proud to sell to friends and neighbors.

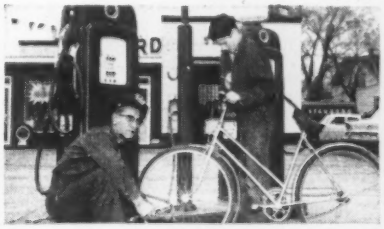
One other thing. Their friendliness and helpfulness have never been confined to business alone. Of these 2,500 veteran businessmen, hundreds have served as mayors of their towns, as city councilmen, and in Red Cross, Boy Scout, Community Fund or some other community activity.

Just recently we at Standard Oil proudly presented plaques to these 2,500 successful small businessmen throughout mid-America. Now we are looking forward to the time when the 15-year mark will be reached by many more of our 16,000 dealers who are winning success as independent businessmen with their friendliness, efficiency and dependability.

*** What makes a company a good citizen?**

Well, one gauge is a company's contribution to the economic stability of the communities in which it "lives" and "works". Business policies and practices that help other businessmen to grow and prosper are important steps in achieving that goal.

16 years as a Standard Oil dealer. H. E. Frizzell of Billings, Montana, says: "Small, independent businessmen like myself couldn't succeed in the oil business without the aid of a big company. For example, drilling for oil may cost up to a million dollars—and the well may be bone dry. Only big companies can take such risks."



31 years as a Standard Oil dealer. R. H. Salmonson of Ortonville, Minnesota, says: "I couldn't begin to duplicate the equipment that makes up a modern refinery—even on a small scale. Today it takes millions of dollars to refine gasoline. Without a company like Standard Oil behind me, I couldn't be in business for myself."

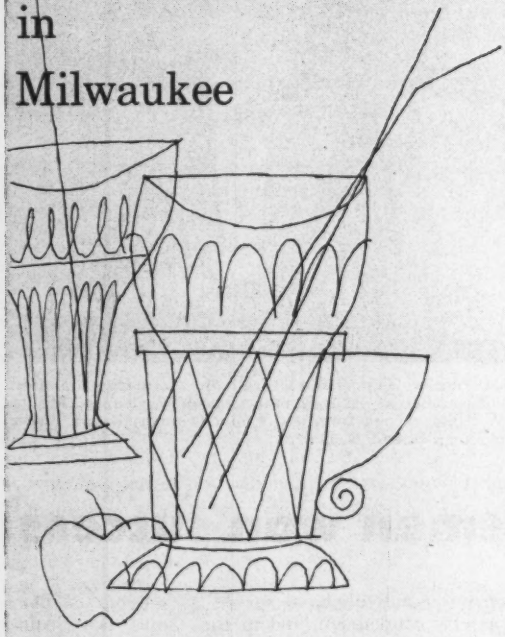
23 years as a Standard Oil dealer. Ezra Marquie of Kankakee, Illinois, says: "There's more to the oil business than finding oil and selling it. Standard Oil, for example, invests millions annually in research to improve the products I sell and keep me ahead of competition. That's one of the big reasons my business keeps growing."

STANDARD OIL COMPANY (INDIANA) STANDARD

reach
the teenage
lobbyist
to sell
in
Milwaukee

WEMP

5000 watt power at 1250 k.c.



State your case in a way that appeals to the teenager, and you've got the most loyal, most persistent, most energetic, most ingenious selling force ever created. The popularity of WEMP disc jockeys is particularly effective with the pony tail and brush haircut set. As a matter of fact, they select our music by telegram each night beginning at nine. So if you want to sell Mom and Dad, we suggest enlisting the support of their teenage offsprings on WEMP.

KEY ENTERTAINMENT STATION

BIG 7 RADIO PERSONALITIES: Records round the clock . . . 24 hours a day, seven days a week . . .

SPORTS: Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; Green Bay Packer Football; special sports events, 11 sportscasts daily.

32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Department radio, regular daily telephone contacts.

represented wherever you live by Headley-Reed

from **HOPE MARTINEZ,** *radio-tv spot supervisor, BBDO*

THE PAYOFF: WHY AGENCIES DELAY IT, AND HOW STATIONS CAN SPEED IT UP

WHY don't stations receive payments from agencies on time? This situation is becoming more and more serious, not only for the stations but for agencies and clients as well. Delays in payment to stations cause unnecessary inconveniences to the accounting departments of the station, agency and client.

The fault cannot be assigned to any one individual—however, the agencies are usually the one group most often criticized. Solving the problem rather than placing the blame should be undertaken not only by the agencies but by the stations and the representatives with whom the agencies deal.

There are certain fundamental requirements which the agencies insist upon before tendering payment to stations. The agencies cannot pay a bill unless:

1. The bill agrees with estimates, schedules and contracts sent to clients.
2. An affidavit of performance accompanies the bill.
3. The affidavit agrees with the schedule ordered.

Naturally, technical difficulties or other factors may cause a broadcasting station to pre-empt one or more scheduled spots. If pre-emption has taken place, the station should give immediate notification to its representative so that the agency can be advised promptly. The agency can adjust the schedule properly before the bill for service goes to the client.

PROBLEM POSED BY PRE-EMPTIONS

Pre-emptions present further cause for agency frustrations and client dissatisfaction. This revolves around the situation where the agency is given prior notification that a pre-emption will take place on a given day for a particular time interval. The agency notifies the client of this change. Everyone feels that the situation is well in hand and that everything is clicking at the station, its representative level, the agency—and even within the client's office. Then the day of doom dawns when the bill comes in from the station and there—glaring in all its bold face type—is the spot which was not supposed to run. The bill is held up for checking. The check provides an answer that usually states the pre-emption was not necessary. The question, which usually goes unanswered, is "Why weren't we notified?" At this point everyone who thought things were clicking now finds out that the click is the client on the other end of the telephone after he has found out that he will have to readjust his budget calculation.

This situation can be compounded still further when the rate for the spot which was not going to run (but does) is higher than the rate should be. This, of course, applies to other spots on the bill and results from the failure, on the stations part, to consult the contract to determine the proper frequency rate. Another explanation for inaccuracy in billing rates stems from the multi-product advertiser who has more than one agency. Representatives should notify the agency of the activity on a station scheduled for the client by the other agency or agencies so that proper rates can be reflected on contracts and bills.

The affidavit poses still further problems which cause delays in the payment of bills. All too frequently the affidavit disagrees with the schedule count. These schedules are placed in the hands of the stations, which should follow them consistently. The affidavit should be checked with these schedules before the bill is prepared. When disagreements occur between the schedule and the affidavit, a second check by the station often turns up the missing spot as having run. The station informs us that the omitted spot will be covered in a revised affidavit. These discrepancies provoke the question among agencies and clients "Did the spot really run?" In rechecking the affidavit to the schedule it appears that par for the course is four or five telephone calls by the buyer to the station representative before the matter is cleared up to the reasonable satisfaction of all concerned.

With saturation buying concepts the rule of the day in the spot business, it behooves all segments of the industry to take a new look at the problems confronting us all. If some of the problems outlined and discussed in this "timebuyers dilemma" could be solved, a more respectful outlook would be granted by agencies and clients. Stature would be added to both stations and agencies, and clients would be more receptive to spot package buying. And bills, representing more dollars than they do now, will be paid promptly.

Hope Martinez; b. Oct. 29, 1920, Madrid, Spain; "native" to New York since 1927. Attended high school and business school in New York. For several years worked in general contracting office and as credit adjuster for department store. "I was weaned here," she says of learning advertising business at BBDO, having joined agency 12 years ago. Has worked on radio-tv timebuying for such accounts as My-T-Fine desserts, DuPont's Zerone and Zerex, Lever Bros.' Wisk, Campbell soups and General Mills, along with American Tobacco Co. Since August 1956 has been radio and tv spot supervisor on American Tobacco (Lucky Strike and Hit Parade). In private life she is Mrs. John Anzolin, resides in Valley Stream, N. Y., and has a daughter, Claudia, 10.

More in Sorrow Than Anger

AFTER reading the gloomy appraisal of network television's fall prospects which the *New York Times* strutted on its front page a week ago, we were tempted to go along with the wag who once suggested the *Times'* motto be revised to "all the news that fits."

In this case it would have to be "all the news that fits" the purposes of the violent anti-television campaign being conducted by the American Newspaper Publishers Assn. and its Bureau of Advertising.

Reaction to the *Times* story has been extreme. CBS-TV, ABC-TV and TvB decried it promptly and vigorously [B•T, July 29]. NBC takes the opposite tack, holding that the piece is correct in that television is subject to the same economic stresses that beset any major business (see story this issue).

It is our view that the piece was unfortunate on two scores: First it did not tell the complete story, and accordingly it left the casual reader wrongly thinking that tv business is terrible now and promises to become more miserable. Second, its placement on page 1 compounded the misapprehension. We cannot help suspect that the page 1 decision was made by an editor who has succumbed—no doubt unconsciously—to the brainwashing inherent in ANPA's vicious campaign. But we cannot in honesty accuse the *New York Times*, a responsible journal, of willful complicity in ANPA's drive to hurt tv by hook, crook, or blackjack.

If the story had appeared in the *Times'* regular television columns rather than on the front page, we venture its impact would have been fractional. We venture, too, that even in the *Times* the story never would have found page 1 if it had told of booming tv business. Nor do we look for any newspaper to front-page the news, though it's demonstrably true, that newspaper advertising lineage is down.

Such is the nature of competition, and such is the problem—a most real one—of broadcasters in getting anything bullish about their business displayed prominently in the consumer press.

Clean Slate (Almost)

LAST Thursday the FCC wound up its work-year. Like the federal courts, it will be in recess until after Labor Day, except for emergency matters.

The FCC has done a lot of business since the August hiatus a year ago. Much remains to be done, however, because the FCC's work pile has no bottom.

In the tv licensing area, which has been the most vexatious of the FCC's multitudinous tasks since the end of World War II, the Commission, at long last, can claim it has provided competitive service in markets of greatest need. Right or wrong, it has decided cases which in the ensuing months are designed to make available "third network" service in almost all of the major markets. The FCC will meet itself in court in certain of these decisions, but that's part of our due process.

A year ago, there were eight cases awaiting final decision, an equal number awaiting oral argument and three awaiting initial decision. When the FCC recessed last Thursday, there was a single case awaiting final decision; none needing initial decision, and a half-dozen up for oral argument. In addition, there had been a half-dozen mergers or drop-outs, resulting in new services in underserved markets.

On the other side of the coin, practically no progress has been made on uhf. Subscription television haunts the FCC and the tv operators alike. The clear channel case, perhaps the FCC's oldest pending proceeding, needs finalization. These are totally aside from such "common carrier" and other broadcast-connected issues as reasonableness of line charges for both television and radio, microwave relays, and apportionment of spectrum space.

After Labor Day, the FCC will do business with a couple of new players in new positions. John C. Doerfer has been chairman for the past month and has had only his baptism. He has new ideas about procedures. He wants faster action. To that end, he probably will have strong legislative recommendations for Congress next session.

New on the team will be Fred W. Ford, replacement for Chairman George C. McConnaughey. This month will be all Mr. Ford is likely to need to update him. He knows the FCC and its problems.

The FCC and its staff need this August hiatus. There's a busy year ahead on Pennsylvania Avenue, both at the FCC's headquarters and on Capitol Hill.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"You'll just have to give her the shot somewhere else . . . this show's being televised!"

Massa's Voice

SEVERAL Florida and Kentucky politicians have loudly criticized networks for editing out of Stephen Foster's songs words which Negroes think offensive.

As reported in B•T last week, the governor of Florida and congressmen from that state and Kentucky are up in arms over the deletion of such words as "massa," "darky" and "mammy" from "Way Down Upon the Swanee River" and "My Old Kentucky Home." A congressional investigation of network "censorship" has been demanded.

Nobody mentioned it, but there is intriguing coincidence between the discovery that networks have buried massa and the fact that a debate over civil rights rages on Capitol Hill. The coincidence becomes particularly striking when one recalls that networks began killing racial stereotypes years ago.

The reason that southern politicians brought up the subject at this time is clear. To condemn the networks for eliminating lyrics which offend Negroes is to imply that Negroes have acquired enough power to force the networks to that action. The implication is enough to intensify southern fears of Negro domination.

The fact is that neither the Negroes nor any other group *has* to be especially strong to cause networks to worry about offending members of their audience. No matter how small the minority, its protests against real or fancied slurs will at the very least precipitate a conference of vice presidents. If the minority is big enough and its arguments reasonable, the protests will result in a new taboo.

We must agree that in some cases networks have been too timid in their efforts to make everybody happy, a manifestly hopeless objective. Yet we appreciate the need for a policy of keeping minority offenses to a minimum in a medium which reaches practically every American home.

In raising questions about network "censorship" of Stephen Foster, the southern politicians have attempted to disinter massa only for purposes of putting the body on political display.

Landslide

BY A VOTE of 374 to 8, the membership of the Radio-Electronic-Television Mfrs. Assn. has voted to change its name to Electronic Industries Assn.—EIA, for short, instead of RETMA. This substitutes a meaningful name for an indigestible mouthful.

National Assn. of Radio & Television Broadcasters (which is ten letters longer than the RETMA combination) by the first of next year, is destined to become plain old National Assn. of Broadcasters (NAB) again. There remains the formality of a referendum ballot following this fall's regional meetings. We hope the broadcasters will do it by a vote of 2,022 to zero.

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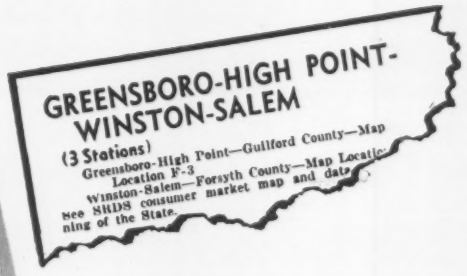

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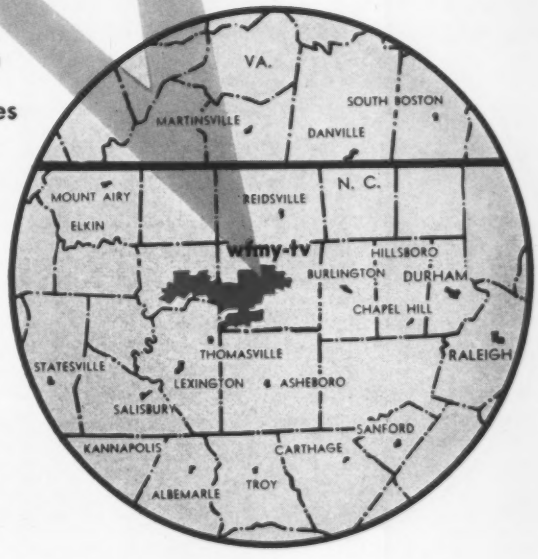

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